

CLUB

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

Management

JULY
1959



Courtesy, Cunard Line

In This Issue: *Newest Food Ideas*



enjoy

the true
old-style Kentucky Bourbon

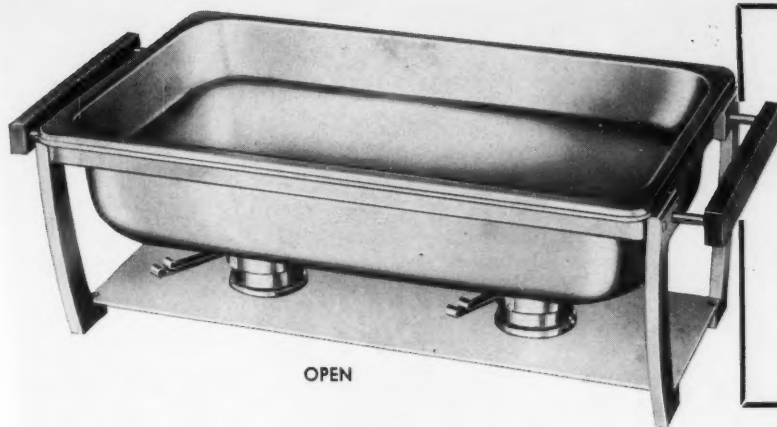
always smoother because it's slow-distilled

It's the extra care and attention of slow-distilling...the patient willingness to take twice as long...that gives Early Times a full, gratifying flavor. Making whisky this old-style way costs more, but we think you'll agree it's worth it.

EARLY TIMES

© ETDC 1959

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY COMPANY, LOUISVILLE, KY.

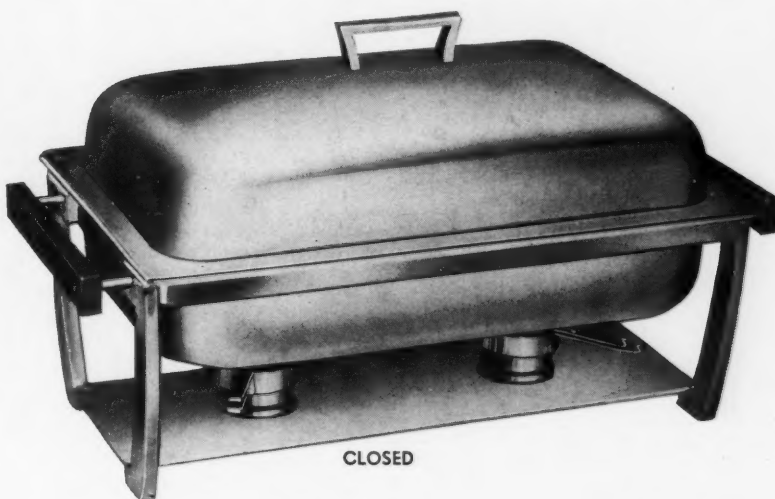


OPEN

New!
Streamlined!

STERNO

BUFFET CHAFING DISH SET



CLOSED

A new, improved up-to-the-minute Buffet Chafer, constructed for durability, with exceptional eye appeal. Perfect for serving a large number of people at buffet, dining room, banquet, and private parties. Makes better, more efficient service possible.

Set consists of 12" x 20" x 4" water pan, 2 1/4" two gallon food pan, 4" dome cover and stand complete with two Sterno lamps using the small size Sterno Canned Heat.

Regulator extinguishers permit control of flame.

No. H694 has copper dome cover, copper water pan, stainless steel food pan and brass stand.

No. H698 has stainless steel dome cover, stainless steel water pan, stainless steel food pan and brass stand.

Convenient, oversize plastic walnut handles permit set to be easily carried.

Write for descriptive literature and price list.

STERNO INC. — 9 EAST 37th STREET — NEW YORK 16, N. Y.

Makers of **STERNO CANNED HEAT FUEL**



quality
refreshment



extra money
in the till

two ways to look at Schlitz

You have an advantage over your customers. They look on Schlitz as quality refreshment. So can you. But you can also take another point of view. Schlitz can bring in extra income. Money you wouldn't normally make. Simply feature Schlitz on your menu as a relaxing beverage before eating. Also include a bottle or glass of Schlitz as part of the price of a meal. It works. Why not try it.

THE BEER THAT MADE MILWAUKEE FAMOUS



Move up with quality... Move up with Schlitz!

©1959, Jos. Schlitz Brewing Co., Milwaukee, Wisconsin

In This Issue

The spotlight is placed on food this month with a group of carefully selected articles tailored to help club managers solve food service problems and to give them new ideas in this vitally important area of club operation.

Perhaps of paramount interest to club managers everywhere is the roundup of food ideas which not only gives new ideas in presenting old dishes, but presents tips on better food service generally.

Coming Attractions

Any manager who is interested in boosting his beverage operation or in making it more profitable will want to read and keep the August issue of CLUB MANAGEMENT.

Next month we'll feature several articles written by managers on how they have promoted beverages in their club. Special emphasis will be placed on liquor, wine, beer and soft drinks.

This Month's Cover

On the cover this month is an illustration which appears through the courtesy of the Cunard Line. The delighted guests in the picture have chosen succulent Roast Duck a l'orange with all the trimmings, aboard the *Queen Elizabeth*.

The illustration is from one of the ads in Cunard's current campaign running in a number of national magazines. This series is designed, of course, to point up the fun, glamour, romance and excitement of a crossing to Europe in a Cunard ship. The Cunard fleet of 11 ships is headed by the world's largest superliners *Queen Elizabeth* and *Queen Mary*.

New Pictures

Two new moving picture films in sound and color have been completed for the Wine Advisory Board and are now available for showing by clubs and chapters. The films show how the fine wines of California are produced and enjoyed.

Both films are identical in their objectives but one is a shortened version.

For information on obtaining the films write Dept. CM, Wine Advisory Board, 717 Market St., San Francisco 3, Calif.

Correction

Due to a typographical error in last month's issue the name of Joseph Oveck, Green Oaks Country Club, Verona, Pa., was misspelled. We sincerely regret this error.

CLUB Management

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

An Independent Publication

Title Registered

CONTENTS FOR JULY, 1959

VOLUME XXXVIII

NO. 7

COVER

Roast Duck a l'Orange Courtesy, Cunard Line

FEATURES

Food Idea Roundup	13-17
Showmanship in Food	Mary Canfield 13
Vegetable Ideas	John Wilmsfloet 13
Three Recipes	Horace Duncan 14
Coffee Wagon Popular	Walter Clist 14
Menus and Recipes	Emil Lepp 15
Specials of the Day	R. Calvert-Link 16
Spark Up Potatoes	Robert M. Dorion 16
Switches in Standard Dishes	R. M. Broms 16
Diversify Food Service	Gordon High 17
A Conference Invitation	John Chereka 17
The Secret Killer of Your Food Operation	Steffen F. Diamant 18
Short Course on Spices	John Wilmsfloet 20
Club Wins Culinary Exhibit	Food Featurette 22
Special Mother's Day Promotion	Ray F. Garrett 22
Club Chefs Help Present Lamb Buffet	Food Promotion 24
Strawberries for Summer Treats	Recipe Ideas 24
Pears Get New Approach on Club's Menu	Menu Suggestion 32
Novel Dish for Party Luncheons	Food Featurette 34
Short Course Speakers Announced	CMAA News 36
Three Ideas to Spark Your Menus	Recipe Suggestions 48
Beef Is Popular Item at Tam O'Shanter	Food Promotion 50
Gourmet Dishes Are Popular With Club Members	Food Featurette 53
Recipes from Chicago's Union League	Recipe Ideas 64
How to Brew Good Coffee	Beverage Information 64
Playboy Party for Younger Club Members	Party Idea 66
Hints for "Dressing" Up Your Salads	Salad Suggestions 69
How We Give a Continental Dinner	Peter J. La Placa 70

DEPARTMENTS

Timely Tips	6	Federal Tax Calendar	54
Trumping the Clubs	26	Book Reviews	54
Bulletin of CMAA	36	Let's Compare Menus	55
News of the Chapters	40	Wine Pressings—Henry O. Barbour	62
Names in the News	50	Index to Advertisers	68

EDITORIAL, PRODUCTION AND ADVERTISING OFFICE

408 Olive Street, St. Louis 2, Missouri
Telephone GARfield 1-5445

Donald H. Clark...Editor and Publisher
James J. Wengert...Associate Publisher
Harold R. Colbert...Assistant Publisher
Catherine M. Barrett...Office Manager

Wesley H. Clark...Managing Editor
Johnson Poor...Associate Editor
Ralph B. Cox...Assistant Editor
Margaret Holz...Advertising Production

Club Management Regional Advertising Offices

NEW YORK CITY: 551 Fifth Avenue, Tel. MURray Hill 2-2831.

LOS ANGELES: Smith and Hollyday, Inc., 5478 Wilshire Blvd., Tel. WEBster 8-0111.

SAN FRANCISCO: Smith and Hollyday, Inc., Russ Building, Tel. EXbrook 2-3723.

CLUB MANAGEMENT is published monthly by the Commerce Publishing Company. Entered as second class matter at the post office at St. Louis, Missouri, under the Act of March 3, 1879. Additional entry as second class matter at Fulton, Missouri. Subscription rates: Three years \$6.00; two years \$5.00; one year \$3.00; 50c a copy. Convention issue and back copies \$1.00 each.

CLARK PUBLICATIONS: Club Management, Picture and Gift Journal, Mid-Continent Banker, The Local Agent, Life Insurance Selling, Mid-Western Banker.

DESIGNATED BY THE CLUB MANAGERS ASSOCIATION OF AMERICA AS OFFICIAL PUBLICATION

CMAA Executive Offices: 1028 Connecticut Ave., N.W., Washington 6, D.C.

CMAA Editorial Advisory Board

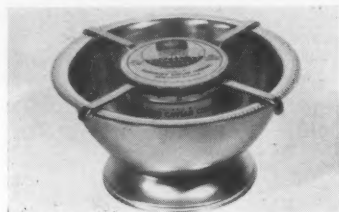
Lowell S. Smith, Chairman
Detroit Club
Detroit, Michigan

Charles E. Smith
Chevy Chase Club
Chevy Chase, Maryland

Gene F. Gilmartin
Cleveland Yachting Club
Cleveland, Ohio

CLUB MANAGEMENT: JULY, 1959

5



In conjunction with Romanoff Caviar Co., Legion Utensils is manufacturing a bowl specifically designed to serve iced caviar.

The bowl, which is made of stainless steel, measures 10" in diameter by 5" deep. It has a stainless steel frame which fits over the outer edge of the bowl, with a center receptacle to hold the can of caviar.

For more information write Dept. CM, Legion Utensils Co., 21-07 40th Ave., Long Island City 1, N. Y.

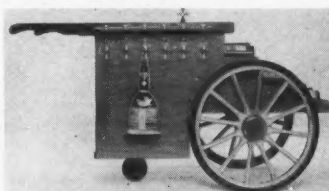
Two new chairs, one with a 17-inch seat, the other with a 15-inch seat,



have been added to the Rastetter Solid Kumfort line.

Wood finishes are fruitwood, mahogany, maple, sand and walnut. Upholstery is new cotton felt on the back and seat cushions, covered with good quality vinyl plastic fabric backed leatherette offered in 17 colors.

For more information on these chairs that fold, write Dept. CM, Louis Rastetter & Sons Co., 1300 Wall St., Fort Wayne, Ind.



A line of merchandising vehicles in the forms of wine carts and storage bins are now on the club market.

Shown here is the Timkin wine

wagon with glass storage rack, a Chianti bottle hanging from the side hook and the third swivel wheel which rotates 360 degrees and makes the wagon easy to maneuver.

For complete information on several new wine merchandisers write Dept. CM, Timkin and Associates, Box 194, Olympia Fields, Ill.

An innovation in men's uniform jackets has been designed and produced by Shane Uniform Co. for its 1959 line.



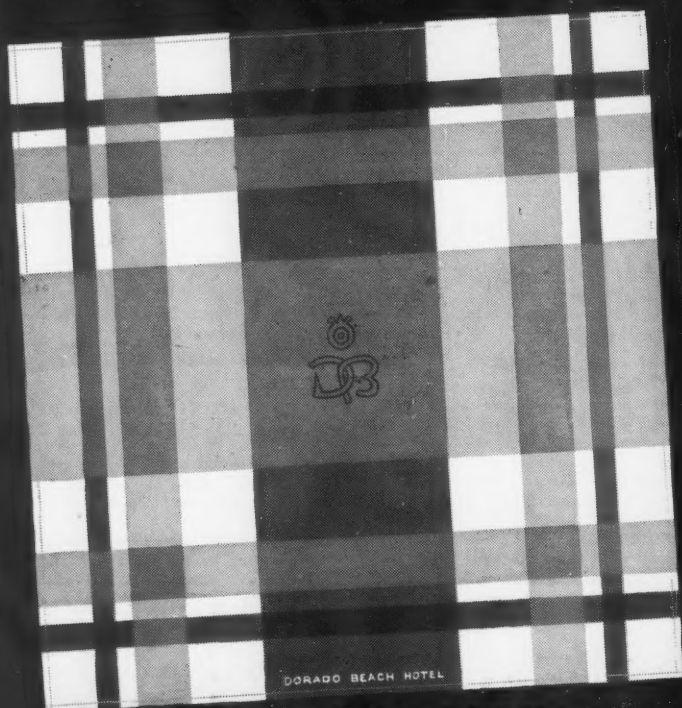
Tuxedo-styled for a dressy appearance, the new single-button jacket is available in two colors, blue and red. It is made of an all-cotton combed yarn army twill that is

100 per cent colorfast and can be laundered commercially.

For complete information on this uniform and the complete line send for the 1959 catalog: Dept. CM, Shane Uniform Co., 2015 W. Maryland, Evansville, Ind.

Play-Port is a portable shade area designed for special parties, golf

where first impressions are important... at THE DORADO BEACH HOTEL



Hardy Craft
TABLE LINENS

in yarn dyed colors...
were specially designed
by Ann Hatfield Associates
to carry out the magnificent decor

Discriminating diners respond to decor. America's leading decorators know that only vat dyed yarns can produce brilliant, permanent colors and intricate patterns. Only a yarn dyed fabric—such as Hardy uses in all Hardy Craft cotton damask table napery—can allow free expression of design and color combinations to meet every specific requirement.

We welcome the opportunity of working with you.

JAMES G. HARDY & CO. INC. 11 EAST 26th STREET, NEW YORK, N. Y.

FOR ASPHALT TILE, RUBBER, VINYL FLOORS

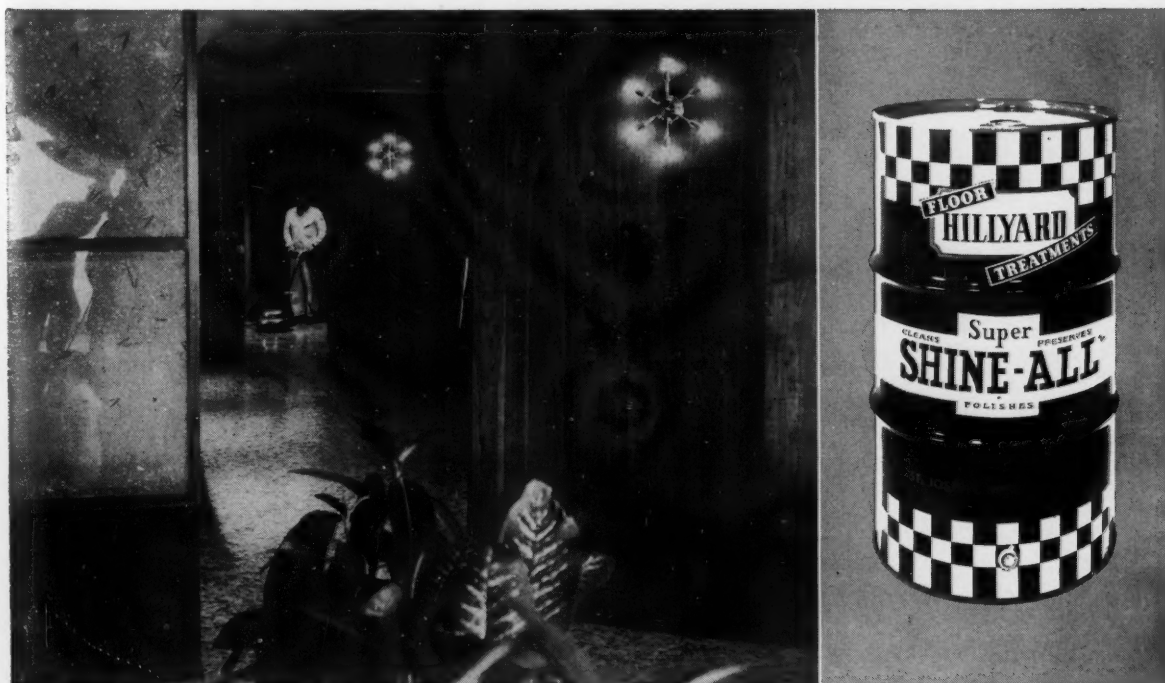
MANUFACTURERS OF RESILIENT FLOORING

Recommend a neutral cleaner for safe maintenance.

They warn against the damaging effects of acid cleaners — strong alkaline cleaners or cleaners containing solvents, free oils or abrasives. Any floor — hard or soft can be attacked and ruined with these harsh cleaners. Even modern water softening synthetic detergents will attack any floor or grout containing calcium compounds.

Recommended where it means the Most!

There's only one cleaner universally safe for your floors—a neutral cleaner—and there's only one like *Super Shine-All* that chemically cleans with neutral safety. Approved by American Hotel Assn., Rubber Flooring Mfg. Assn., and U/L listed as slip-resistant.



SUPER SHINE-ALL—is more than an effective cleaner. It fills and seals. Instead of robbing essential oils or reacting harmfully with the floor itself Super Shine-All feeds and heals the surface and soon you're walking on a Shine-All sheen.

Won't eat away or destroy good wax film. No etching or pitting to cause dirt traps. No-rinsing saves labor time. Try Super Shine-All. You get more for your money. It conditions as it cleans.

Ask the Hillyard "Maintainer®" for expert advice on treatment and maintenance of your floors. He can suggest modern, streamlined work methods that mean real savings in your maintenance budget. He's "On Your Staff, Not Your Payroll".



ST. JOSEPH, MO.

Passaic, N. J.
San Jose, Calif.

Branches and Warehouses in Principal Cities



MAIL COUPON TODAY

HILLYARD St. Joseph, Mo., Dept B-1

- ☐ Please send me Free literature about SUPER SHINE-ALL—how it cleans safely, saves surfaces and saves labor.
- ☐ Please have the Hillyard Maintainer demonstrate SUPER SHINE-ALL cleaning on my floors. No charge or obligation!

Name.....

Firm or Institution.....

Address.....

City.....State.....

Write advertisers you saw it in **CLUB MANAGEMENT: JULY, 1959**



tournaments, etc. It can also be used as a halfway house or a storage area for golf cars and carts.

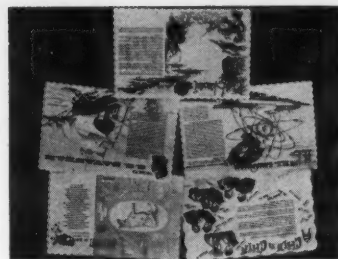
It covers 190 square feet and has a heavy gauge tubular framework which supports a double reinforced canopy. The entire unit anchors to the ground with ground-gripping stakes.

For further information write to Dept. CM, Play-Port Sales, P. O. Box 82, Waukesha, Wis.

Doily of the month is the latest innovation of Aatell & Jones, Philadelphia, manufacturers of paper table appointments.

These conversation pieces are offered on a monthly basis to clubs, hotels and restaurants. Baseball was the highlight of April, there was a marine motif for May, and a dairy month theme for June. Hawaii is scheduled for August.

For more information write Dept.



CM, Aatell & Jones, 3360 Frankford Philadelphia, Pa.

A new electric food warmer has been announced by Franklin Products. It provides capacity for storing as many as 30 12" x 20" x 2" pans of prepared hot foods in a floor area of less than three square feet.

Called the type BB-3 Thermotainer, the unit features "channeled heat," said to eliminate hot spots within the compartments and assure uniform temperatures. It has a retractable toe base of stainless steel which can be raised or lowered to give unit a flush-bottom appearance.

For more details write Dept. CM, 400 W. Madison St., Chicago 6, Ill.

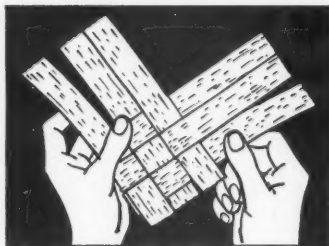


Glamorous and durable! **HAND WOVEN** *Washable* **SALAD BOWLS and PLATES**

*in golden avodire
or figured mahogany*

Add a touch of glamour to your club dining room with exotic, hand-woven bowls and plates by WEAWEWOOD.

WEAWEWOOD bowls and plates can take the torture of steaming dishwashers without warping or losing their luster. And they do not absorb odors, crack, chip or break. **BOWL SIZES:** 5 $\frac{3}{4}$ "; 6 $\frac{1}{4}$ "; 8" and 11". **PLATE SIZES:** 7" and 10 $\frac{1}{4}$ ".



Manufactured according to a revolutionary, hand-weaving process exclusively WEAWEWOOD'S.

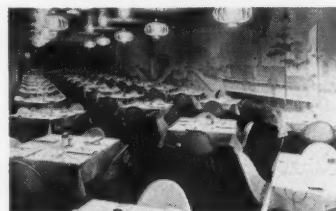


Contact your dealer or write us direct for complete price list.

WEAWEWOOD[®] INC.

7520 WAYZATA BLVD. • MINNEAPOLIS 26, MINN.

® T.M. Reg.



A free brochure on color table linens is available from Art Textile.

Shown here is one of the firm's patterns designed for a St. Louis restaurant. The company offers custom designs as well as many standard designs in 60 colors in limitless combinations.

Complete information and brochure may be obtained from Dept. CM, Art Textile Corp., Highland, Ill.

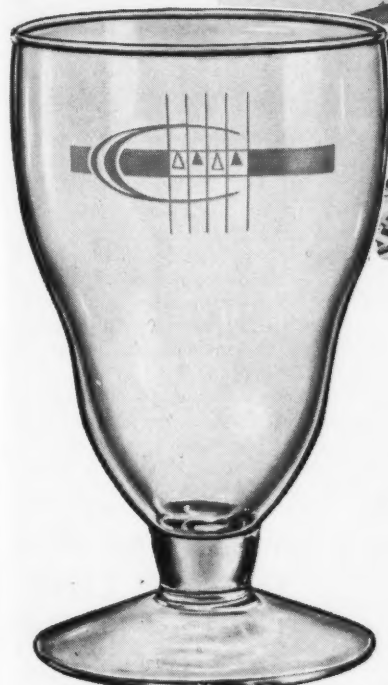
A new pool catalog and data book has just been published by Modern Swimming Pool Co.

The 48-page book contains illustrations, diagrams and descriptions of over 250 pool products, a special pool care section listing hints on pool operation and maintenance, pool layouts and dosage charts for pool chemicals.

For a copy write Dept. CM, Modern

At the magnificent

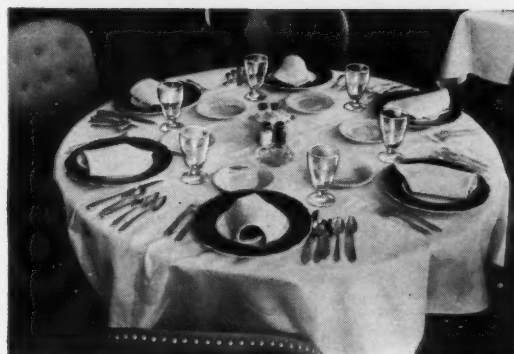
Carillon



Crested for the Carillon Hotel
Goblet, No. 04670, 10-oz.
(Old No. 3612)



Beverage
No. 42620, 9-oz.
(Old No. 225)



Libbey is the exclusive choice for all glassware service

The breath-taking Carillon Hotel at Miami Beach spares no expense to provide the finest vacation facilities.

To assure the finest in beverage service, the Carillon uses Libbey Safedge® Glassware throughout its two dining rooms, each seating 1,000 guests, the Tambourine Lounge, Sugar 'n Spice Room, Seaside Terrace and Dining Terrace. For distinctive table settings the

Goblet was chosen, and decorated with the hotel's unique crest. Georgian Stemware, Esquire Tumblers, and Columbian Heat-Treated Tumblers fill out the complete glassware service.

Whether or not your operation is as large as the exciting Carillon you can profit from the use of Libbey Safedge Glassware. You choose from a wide variety of lovely patterns, in all sizes . . . and

each glass can be crested with your personal motif . . . and you get extreme durability with resulting economy, backed by Libbey's famous guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips."

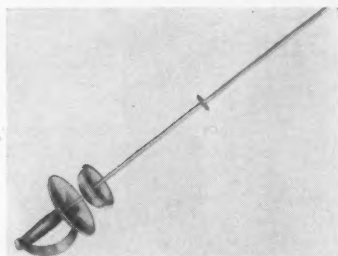
So for complete matching glassware service see your Libbey Supply Dealer today or write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio.

LIBBEY SAFEDGE GLASSWARE
AN **®** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959

Swimming Pool Co., 1 Holland Ave.,
White Plains, N. Y.



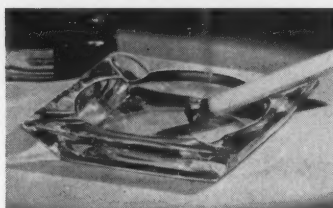
Legion Utensils has announced a line of gourmet items called "specialties de la maison."

Shown here is a sword for flaming dishes, but the line includes rolling carts for every purpose, oyster plates, oval charcoal broil service, a snail plate, duck presses, a three-compartment buffet chafing dish, steak Diane, rechaud lamps, globe urn, wine coolers and stands.

For more information write Dept. CM, Legion Utensils Co., 21-07 40th Ave., Long Island City 1, N. Y.

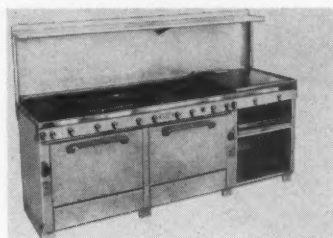
Smartly designed and highly lustrous, yet inexpensive, is the new ash tray by Libbey Glass.

It is light in weight, compact, easy to store, has rounded edges, and can be crested on the bottom. The new



item is packed six dozen bulk and weighs about 22 pounds per carton.

For more information write Dept. CM, Libbey Glass, Owens-Illinois, Toledo, Ohio.



Multiplicity of operation is the main feature claimed for this gas range being offered the club and institutional field by Morley Manufacturing Co.

A chef may stew, fry, broil, bake and roast with this unit. Ninety inches wide, the range offers ten top burners, griddle, broiler, two large ovens and storage space with one gallon

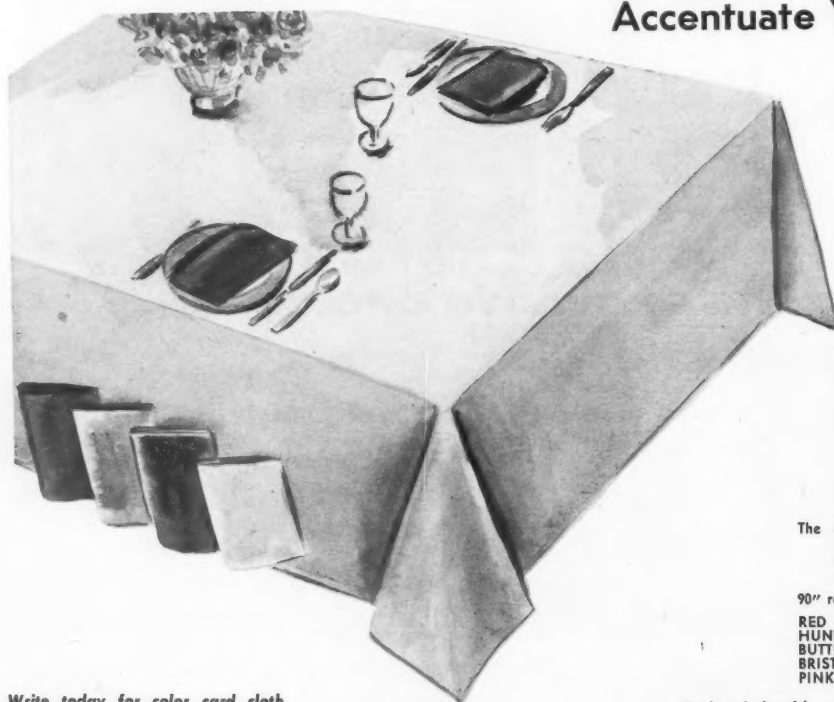
removable external grease container. Write Dept. CM, Morley Manufacturing Co., Mascoutah, Ill.



Seamless, heliarc welded Type 302 stainless steel cabinets, to provide better appearance, sturdier construction and easier cleaning, are now featured on mobile, self-leveling four-stack dish dispensers made by Lowerator.

The mobile dispenser has a capacity of up to 28 dozen dishes or up to 12 dozen bowls or bouillon cups. Dishes are electrically heated with preheated air and thermostatically controlled up to 200 degrees F.

Detailed information is available from Dept. CM, Lowerator Division, American Machine & Foundry Co., 261 Madison Ave., New York 16.



Accentuate Your Settings With BELGIAN LINEN TABLE CLOTHS and NAPKINS

DECORATIVE SOLID COLORS
Styled by TAMMIS KEEFE

Whatever your dining room arrangement, have a solid color to blend, contrast, or accent in this comprehensive choice of 22 colors.

HUNTER GREEN	BRISTOL BLUE
SILVER GREY	BROWN
BLUEBERRY	BUTTER
STRAWBERRY PINK	JADE GREEN
CINNAMON	CHINA BLUE
PERSIMMON	CHERRY RED
WHITE	CURRY
PLUM	AVOCADO
CELERY	OATMEAL
CONCORD BLUE	BURNT ORANGE
APRICOT	BLACK

The cloths are available in these standard sizes:
52" x 52" 70" x 108"
52" x 70" 70" round
70" x 90" 17" x 17" napkins

90" rounds in following 10 colors only:

RED	OATMEAL
HUNTER GREEN	WHITE
BUTTER	CHINA BLUE
BRISTOL BLUE	BROWN
PINK	SILVER GREY

Made of durable, washable, high count imported vat dyed linen, hemmed edge for lasting wear.

FALLANI & COHN, INC.

14 EAST 38th ST.

NEW YORK 16, N. Y.

Write today for color card cloth samples with prices.

Have you an odd size cloth problem? If so, send us the specification and we will be pleased to submit estimate.



ACCENTUATE THE IMPORTANT SELL-ABLES

Time and again, in fast food spots as well as fancy eating places, we've seen how a simple dish is given greater sell-ability by liberal use of pickles and olives. One cafeteria finds it very profitable to display a large assortment for every meal period.

STUFFED JUMBO



GREEN JUMBO



STUFFED
MANZANILLA



LARGE MANZANILLA



WHOLE DILL



SWEET
CROSS CUTS



HAMBURGER SLICES



SWEET MIDGETS

COLOSSAL RIPE



DO A LOT FOR PROFIT AT LITTLE COST

WITH KRAFT PICKLES AND OLIVES

You can serve every olive in the Kraft line with pride. The green olives are all meaty, prime-quality Spanish imports that are shipped in bulk and repacked on arrival in the U.S.

Kraft's Ripe Olives are plump jet beauties. They're top grade yet you'll find the unit-cost small in relation to the sales-value you receive. Your Kraft man will gladly show you samples to suit your needs.

Kraft Pickles please patrons because they are crisp and firm with the characteristic true taste of each specific variety—dills, sweets or sours, fresh-packed or processed—that the customer orders.

Kraft pickles will also please your sandwich-maker because they are of uniform size. Knowing the count per pack, you can accurately estimate your requirements and figure your cost per serving.



MERCHANDISE THE DRESSING

THAT MAKES THE SALAD

Tell your patrons you use Kraft's

What impresses me frequently on field trips is how many operators have learned to capitalize on the reputation of Kraft's Salad Dressings.

They have found ways to tell customers they use these famous brands. In some cases the Kraft dressing is listed on the menu. Or customers are given a choice of the various Kraft dressings. Where salads are made out-front, with Kraft dressings on display, customers can see that only quality products are used.

No other name in the salad dressing business compares with Kraft's. It certainly makes good profit-sense to serve Kraft's! Especially when you consider that for only a small fraction of a cent more per serving, you can be sure of customer satisfaction with Kraft's Salad Dressings.



FOUR BEST BASIC DRESSINGS

Kraft French Dressing is mild and creamy with a marvelous blend of seasoning.

Miracle Whip Salad Dressing, far and away the outstanding consumer favorite, outsells the next 20 leading brands combined.

Kraft Mayonnaise has the flavor piquancy that comes from fine oils and fresh eggs.

Miracle French has the hearty flavor that a touch of onion and garlic add.

CREATE A "HOUSE SPECIALTY" WITH KRAFT DRESSINGS

While I know most operators use Kraft's dressings right from the jar or jug, some like to add distinguishing touches of their own:

Blended Mayonnaise: To 1 quart Kraft Mayonnaise add

- 1 cup tomato juice and $\frac{1}{4}$ cup Kraft Cream Style Horseradish; Serve with shrimp cocktail.
- 1 cup Miracle French, Kraft French or Catalina Dressing; Serve with tossed salad.
- 1 cup cranberry juice; Serve with fruit salad.
- 1 cup shredded unpeeled cucumber; For seafood salad.

Special Dressing: Gradually add 3 quarts Kraft French Dressing to 2 pounds Kraft Loaf Cream Cheese, blending until smooth. Add 3 tablespoons Kraft Cream Style Horseradish and stir until well blended.

Chopped Egg Dressing: Gradually add 2 quarts Miracle French Dressing to 2 pounds Kraft Loaf Cream Cheese, blending until smooth. Add 2 dozen chopped hard-cooked eggs and stir until well blended.

FOOD IDEAS

A roundup of unusual menu presentations and unusual ways to spark up routine dishes

BECAUSE clubs represent the better eating establishments throughout the country and because club members want the best in food, we have asked several managers to present "different" ideas in food preparation used in their clubs to entice jaded appetites, perk up members' interest in food.

In some cases these ideas take the form of suggestions for garnishing or presenting certain familiar dishes; in other cases, the managers present novel ideas in food service; in still others, unusual recipes themselves are revealed.

Showmanship in Food

Mary Canfield
Willow Brook Country Club
Tyler, Texas

We serve demi cups of soup from a cart when crowds are gathering. Whenever possible we serve hors d'oeuvres at dinner time for flair. For people who drink we serve champagne punch in lounge before meal.

We use ice cream cheese balls with caviar and we cream spinach and add to artichoke bottom, sprinkle with bacon crumbles, and dot with Hollandaise.

We flame roast beef from the cart to burn off fat.

We dress each entree dish such as Chicken Breast Eugenie, etc., with pineapple blocks that are rolled in coconut. We stuff mushrooms and put on swords.

We serve ice cream and simple sherbet in champagne glasses for flair. We did away with dessert dishes, and as we have to have champagne glasses anyway, we use them for dessert.

We serve Floating Island with brandy in champagne glasses.

We cover plain Maryanns with whipped egg whites and flame, we flame crepe suzettes, cherries jubilee, and peaches.

If the lounge is dull on Saturday nights, we go out and flame a sish kabob and give it to a special guest.

We broil all the peach halves served with entree plate and stuff center with Major Grey Chutney, cherries jubilee, current jelly, strawberry jelly, and serve them all hot.

We buy baby lobster tails, cut them like icebox cookies and serve with drawn lemon butter.

And last but of great importance, we serve everything that is supposed to be hot . . . so hot the waiter must use a side towel to pick it up. If he cannot use a side towel the dish isn't hot enough. We serve everything that is supposed to be cold, ice cold.

Because we do this, our kitchen operates in the black. We have no complaints and our members are

proud to bring their out-of-town guests to the club. Remember: Garnish is cheap and garnish is beautiful. To some fruit plates for example we add stuffed celery, stuffed cucumber.

Vegetable Ideas

John Wilmsfloet
Concordia Club
Pittsburgh, Pennsylvania

Artichoke bottoms filled with creamed spinach and topped with petite carrots made quite a nice item, or artichoke bottoms filled with French cut string beans and almonds are good. Other ideas include:

Mushroom caps filled with rice mixed with red pepper cut small and green peas.

Charcoal baked potato (baked in the ashes), cut crosswise and served with sour cream.

Zucchini cut in half and filled with a mixture of barley and whole corn with a little diced green pepper.

Baked one-half tomato filled with broccoli topped with cheddar cheese.

Baked one-half apple scooped out and filled with chestnut purée and toasted green pistachio almonds.

Tomato salad, one-half large beefsteak tomato filled with Caprice salad. Caprice salad: small pieces of raw cauliflower, leaves of Watercress, leaves of spinach and diced Swiss cheese. Dressing: lemon juice and oil.

Eggplant sliced one inch thick,



The chef at Cherry Hills Country Club prepares the ingredients for his seafood casserole.



The Cherry Hills seafood casserole shown here as it is presented to a member.

sautéd, placed on Haricot Blanc (plain cooked navy beans) in a bordure of diced red beets. No juice. Hollow out a large cooked beet, fill with French cut green beans, almonds.

Three Recipes

Horace Duncan
Cherry Hills Country Club
Englewood, Colorado

Instead of using plain gelatin for making tomato aspic rings, use lemon Jello and plain tomato juice—grate a very slight amount of onion to flavor. Add chopped celery and slices of avocado.

Corn Flake Ring Dessert

$\frac{1}{2}$ cup dark molasses
 $\frac{1}{4}$ cup sugar

Cook until it forms a firm ball in cold water. Remove from fire and add 1 rounded tablespoon butter. Stir until butter is melted. Pour mixture over 6 cups of corn flakes. When thoroughly but gently mixed, put into well buttered noodle ring and chill. Ice cream is served in center of ring. Serve and pour over ice cream, thin caramel sauce.

Old-Fashioned Homemade Bread

3 cups potato water (hot)
1 cup mashed potatoes
 $1\frac{1}{2}$ cups butter or oleo and butter
 $\frac{1}{2}$ cup sugar
1 tbsp. salt (less if potato water is salty)
 $\frac{1}{2}$ cup cornmeal

Put all ingredients in large bowl. Cool until lukewarm. Add:

2 eggs
2 packages yeast dissolved in $\frac{1}{2}$ cup lukewarm water.

Then add enough flour to make medium soft dough. Beat well. Allow to rise double in bulk. Make into loaves—3 large or 4 medium.



Homemade bread is a specialty at Cherry Hills.

Shrimp-Scallop-Lobster and Crabmeat Casserole

Use equal parts of the following:

Scallops cut in chunks
Lobster cut in chunks
Shrimp cut in chunks
Crabmeat cut in chunks

Cook scallops in salted water until tender. Keep liquid and add 4 chicken bouillon cubes. Cook lobster and shrimp. (Can use some of this liquid for sauce, too.) Sauté a cup of fresh mushrooms in butter. Grate 1 medium onion in mushrooms and sprinkle with 6 tablespoons of chopped green pepper—6 tablespoons chopped pimiento. Add 12 tablespoons flour—add milk to fish broth to make four cups of liquid. Stir and make cream sauce. Season with 2 teaspoons Worcestershire, $\frac{1}{2}$ teaspoon dry mustard. Stir in 2 cups of coffee cream and heat for a few seconds longer. Season to taste, with salt and pepper. Blend together fish in cream sauce.

Coffee Wagon Popular

Walter Clist
Coronado Club
Houston, Texas

We have a large wooden, rubber-tired wagon which was made to fit in with the decor of the dining room and designed so that it would roll easily between and around the dining room tables. From this coffee wagon we serve Coronado Club Irish Coffee, Calypso Coffee, Coronado Club Coffee, Regular Coffee and Sanka. On the front of the wagon we have bottles of the four main ingredients used in the above, mainly, Rum, Tia Maria, Kahlua and Napoleon Brandy. Guests are offered their choice of the coffee and it is prepared and served before them from the cart.

Irish Coffee of course is Irish Whisky, brown sugar and strong coffee served in a demitasse. Calypso Coffee is an ounce of rum and a quarter ounce of Tia Maria in a demitasse of coffee. Coronado Club coffee is a flaming specialty of our own made similar to Coffee Diablo but with a slight variation.

We have found this service to be much appreciated by our members



This cornflake dessert is the creation of the food department of the Cherry Hills Country Club, Denver.

and gets a good deal of comment with the result that it is requested on even our larger dinner parties.

Menus and Recipes

Emil Lepp
Hillcrest Country Club
Los Angeles, California

Menu Suggestions

(For Summer Enjoyment)

Cold Chinook Salmon Steak Sweet and Sour
Chilled Stuffed Tomato with Flaked Fresh Salmon in Tarragon Dressing
Stuffed Half Pineapple with Chicken Salad and Cottage Cheese
Cold Mousse of Sole with Capers, Green Goddess
Cold Filet of Brook Trout a la Grecque
Filet of Walleyed Pike on Court Bouillon Aspic
Chicken Salad in Grapefruit, Jamar
Golden Gate Salad with Julienne of Roast Beef
Julienne of Chicken and Ham with Vegetables in Aspic
Cold Roast Spring Chicken with Prosciutto Ham and Melon
Cold Roast Duckling Cumberland
Cold Roast Breast of Turkey Perigourdine, Hawaiian Waldorf Salad
Raw Vegetables in Sour Cream with Cottage Cheese
Pacific Coast Lobster in Shell Madras
Sliced Lobster and Avocado in Cole Slaw "My Favorite"
Fresh Fruit and Open Face Sandwiches Ensemble
Cold Sorrel Soup
Cold Champagne Soup
Curried Jellied Tomato Bouillon

Recipes

Mousse of Sole with Capers

Chop filet of sole in meat chopper adding salt, pepper, cayenne, sherry wine, heavy cream and egg whites, onions and garlic, if desired. Form mousse egg shape on a buttered tray and poach or steam for 8-10 minutes. Cool off then serve with following sauce: mayonnaise, chopped parsley, chopped capers, chopped chives, chopped tarragon, add vinegar, lemon juice, Worcestershire sauce.

Cold Roast Duckling Cumberland

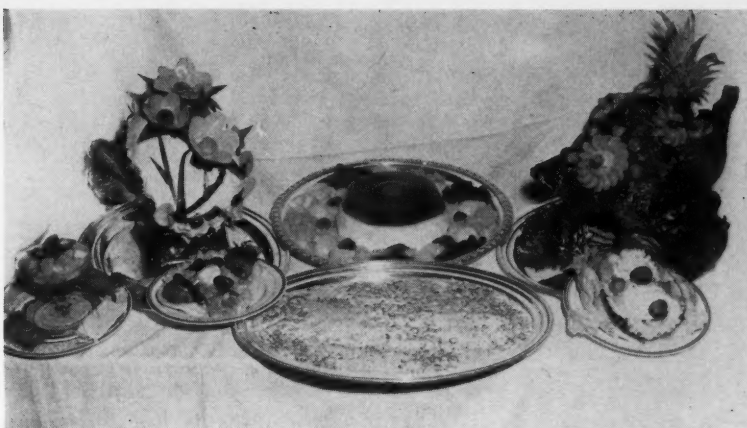
Duckling should be roasted crisp and well done; unjoint and remove as many of the bones as possible; arrange on cold plate, garnish with peeled and sliced oranges and grated ginger; serve Cumberland sauce separate.

Cold Breast of Roast Turkey Perigourdine

After the turkey has been prepared to roast, loosen skin over the breast part and place thin slices of truffle between the skin and the meat; season turkey properly and roast, basting it often; care should be taken not to break the skin while roasting.

Raw Vegetables in Sour Cream

Place raw vegetables, mixed in sour cream, on large leaves of crisp lettuce; place cottage cheese in center on top; garnish top with shredded raw carrots. Freshly boiled new potatoes may accompany this.



Shown here are several of the dishes described by Emil Lepp, manager of the Hillcrest Country Club. The two hams and turkey are on the ends with the gelatine mold in the center. On the front from the left, are the fresh fruit bowl with assorted sandwiches, the Golden Gate salad with Julienne of roast beef, the sweet and sour salmon, stuffed pineapple with chicken salad and cottage cheese.

Pacific Coast Lobster Madras

Remove meat from shell of lobster and dice—add diced celery, mayonnaise, curry powder, chutney—season in the usual manner and fill back into the shells and garnish.

Sliced Lobster and Avocado (My Favorite)

Dress cole slaw mixed with 1000 Island Dressing on a cold plate; on top alternate slices of lobster and avocado; cover with 1000 Island Dressing and garnish with asparagus spears, sliced tomatoes and egg, anchovy filets, quartered lemon and watercress branches. Shrimp or crab meat may be substituted for the lobster.

Fresh Fruit and Open Sandwiches Ensemble

Serve nicely arranged fresh fruit in a bowl; place in center of a platter and arrange open-faced sandwiches around it; garnish platter with mint leaves or parsley.

Cold Sorrel Soup

Cut fresh sorrel into Julienne and boil in rich chicken stock for several minutes; then add well beaten egg yolks. Do not boil any more after this; let cool, mix in some sour cream and season correctly; serve iced with finely diced young raw carrots.

Cold Champagne Soup

Bring to a boil equal parts of lemon juice, orange juice and pineapple juice; thicken with diluted arrowroot and well beaten yolks of eggs; when cold, add champagne and a pinch of sugar.

Curried Jellied Tomato Bouillon

Add chopped chutney and curry powder to bouillon, serve with finely chopped Pistachio nuts.

Sweet and Sour Salmon

Poach filet of salmon in court bouillon. Use the following sauce: To fish stock add vinegar, ginger snaps, raisins, brown sugar and boil for 15 minutes. Then take off fire and whip in egg yolks. Cool off then add sour cream and pour over

cold salmon. Top with sliced filberts and paprika.

Chicken Salad Jamar

Add grapefruit and orange segments to chicken salad. Season with cognac—fill in grapefruit shell and garnish with toasted sliced almonds.

Golden Gate Salad

One slice of head lettuce, several slices of tomatoes, sliced hard-boiled eggs, Julienne of roast beef, topped with anchovy filets and serve with your favorite dressing, garnish with fresh watercress.

Julienne of Chicken and Ham Aspic

Into well seasoned rich chicken broth, add gelatin. Put ¼ inch of aspic in form or mold; let chill; then garnish to your satisfaction. Add Julienne of boiled chicken, lean baked ham, and cooked vegetables; fill with aspic and let get cold; turn over and serve on bed of shredded lettuce, garnish and serve with sour cream dressing.

Filet of Trout

Season and flour filet of brook trout and sauté in butter. Place in shallow dish and add the following preparation: Heat 1/3 olive oil; 2/3 cooking oil. When sizzling hot, add sliced onions and sliced fresh mushrooms. Season with a touch of garlic salt, pepper, lemon juice, chopped fresh tarragon then add white wine vinegar. Marinate for at least 12 hours.

Jellied Eastern Walleyed Pike au Court Bouillon

Poach filet of pike in court bouillon to which you add chablis wine. Take fish out of stock and cool. Strain stock—add fine diced raw carrots, celery roots and turnips. Boil together slowly until vegetables are cooked, but still a little crisp. Then season to taste and add lemon juice, petits pois and chopped parsley. Gelatine must be added if the fish stock is not strong enough. Place decorations aspic and fish in a Shirred egg dish and let jell. To serve—take out of dish and serve on shredded lettuce with sliced tomatoes, asparagus, etc.



The Blythefield Country Club food staff lines up here behind one of the club's weekly buffets. R. Calvert-Link is the manager.

Specials of the Day Help Vary Standard Menu

R. Calvert-Link
Blythefield Country Club
Belmont, Michigan

Here are some ideas dealing with vegetables:

Green Beans Almondine: the sliced almonds should be sautéed in butter before being placed on top of the beans.

Buttered Green Peas au Mushroom: add stems and pieces to peas.

Buttered Green Peas Bologna: take thin sliced bologna and place under grill where it will curl up into a cup. Serve peas in bologna cup.

Asparagus Hollandaise: vary this by serving Asparagus Vinagrette.

Cauliflower: nearly always served boiled or steamed, with or without sauce; vary by French frying the cauliflower.

Baked Potatoes: nearly always served as a whole baked potato with butter or chive sauce. Not much labor is involved in using stuffed baked potatoes. Bake potatoes and cut in half. Scoop out potato meat and mash and fill half shells with: plain potato, pepper and salt; potato and chopped mushroom; potato and chopped onion; potato and chopped ham; potato and minced parsley. Note: Using the above, only one half of a baked Idaho is used for each serving instead of a whole potato. This saving will pay for the extra labor involved.

Make use of Potatoes "Duchess," "Delmonico," "Anna," "Soufflé," "O'Brien," etc. recipes in any cookbook.

We work on a fixed printed menu here at Blythefield. The dinner menu, for example, carries 11 fish entrees and 13 meat entrees. Despite this fairly wide selection, some of my members were complaining that there was nothing new or different in the menu.

My problem was to devise a special sheet for each week, that would not involve us carrying a lot of extra stocks other than those we carried for the regular menu. We now have "special of the day" sheets, each one of which we keep on for one week, and then start off on the fifth week with No. 1 again. All the specials, while completely different from the regular menu, are made up from items in stock, with two exceptions.

Our thoughts in this matter will not be of much use to the big clubs that carry a very large selection, but they may help the small club that wishes to diversify without adding lots of extra stock items. The recipes for all the items mentioned can be found in most cookbooks.

The unusual in culinary art is shown here. It is the creation of Hillcrest Country Club where Emil Lepp is manager and Adelbert Carlen is executive chef. The exhibit won a first prize in the recent Third Culinary Exhibit in Los Angeles. It is a ham, shaped into a melon—chaufroid—stuffed with goose liver and truffles on a cushion of bread socle, in company with a turnip basket and bing cherries out of ham mousse, garnished with gelee.



CLUB MANAGEMENT: JULY, 1959

Spark Up Potatoes

Robert M. Dorion
Scioto Country Club
Columbus, Ohio

It is possible to present potatoes in an interesting, but not often used method, and which is really not hard to prepare—although the recipe is classic cookery. It makes a welcome change when served for our fancy parties.

Potatoes Brioche

Peel and boil potatoes in salted water until tender. Drain well and put through a ricer, and add pure creamery butter, salt and pepper to taste—and if desired, a soupçon of fresh grated nutmeg. Add egg yolks, one at a time, beating after each addition to give proper consistency.

Form the potato mixture into brioche shapes, making the bottoms about 3 inches round and 1½ inches thick, and the brioche knobs for the tops about 1 inch or more high. In rolling the shapes sprinkle the board with pastry flour to facilitate handling. Make depression in the tops of the bottoms, into which firmly press the brioche knobs, after which brush with egg wash made from egg yolk and milk, and bake in a hot oven until nicely browned.

Switches in Standard Dishes

R. M. Broms
Skokie Country Club
Glencoe, Illinois

The following are some of the simple things that we do to a standard dish:

1. Scalloped apple slices used as a vegetable.

2. Add Marsala Wine to broccoli for variety.

3. Use champagne glasses for fruit dessert service of grapes in Coin-treau, strawberries delight, melon balls marinated in Curacao, etc.

4. Sell Black Cows using Billy Baxter sarsaparilla only. (Root beer simply will not be accepted as a substitute by our members.)

5. Provide old-time "candied ginger" at the dining room entrance. It makes quite a conversation piece.

6. Chicken salad on herb bread is a favorite summer time sandwich. The recipe for herb bread was developed by our assistant manager, Miss Magee, and is available on request.

We Diversify Our Food Service

By Gordon High
La Jolla Country Club
La Jolla, California

In a recreational area such as ours, with the ocean, the desert and the mountains all at our doorstep and with the many fine competitive restaurants in this area, these many outlets available to our members create a severe problem in the maintenance of a continuing patronage by our members.

It has been mandatory, therefore, that we diversify our food service quite heavily and use ideas which create an appeal distinctive to our own club. With our small potential it is doubtful whether we could exist if we operated on the same plane and offered similar services to those made available in the many outstanding restaurants in this area. Some of our innovations differ in degree from other clubs but by and large these have proved successful.

One of our best ventures has been the establishment of a noon day buffet service for our mixed and men's grills. The noon buffet in itself is not a new idea but the services we offer from our particular buffet are in some ways distinctive and have an especial appeal for a country club. Our complete buffet is available at a set price but we also offer variations from the same table to meet the fancies of our membership. Should one desire a hot sandwich with appropriate garnishes, any combination of cold sandwiches, a chicken and fruit luncheon or a seafood and fruit luncheon, a soup and sandwich choice, or just dessert and beverage, all of these may be selected from our buffet at prices varying as to choice.

We serve no foods from the kitchen to our grills during the hours of buffet service and have been able as a

result to maintain a minimum operating cost for daytime services. The buffet, as operated in this fashion, will handle any sudden impact of business with a minimum of strain on our service or preparatory staffs.

About a year ago we began a service of table wine with our dinners and the cost of the wine is included in our menu price. This has given our diners a certain distinctiveness and as we are able to buy good table wines here for slightly more than the cost of a glass of milk, the expense of this service has been fairly inconsequential.

We try to appeal to different groups on different evenings by changing our mode of service. On Wednesday evenings our menus are pointed to the Wednesday Stag Night and heavy emphasis is placed on steaks and the more hearty men's foods. Thursday, we feature our club buffet which attracts members who wish to bring guests to the club. Our table d'hôte menu selection on Sunday evenings had not previously given us an outstanding patronage and we recently have cut our Sunday evening services to roast beef from the cart at a nominal price. Service includes hors d'oeuvres, salad prepared at the table and an outstanding baked potato. So far we seem to have had considerable success with this entire approach.

To offer the extreme variety of foods needed to appeal to a fixed group we have prepared an outstanding set of standardized manual selections of dinner entrees and luncheons.

Constant reference to these manuals stimulates variation of menu presentation for we have found in the past that without manual reference we gravitate to a relatively small selection of dishes to be offered in our menus and our parties. Our dinner manuals, for instance, carry a selection of 240 different methods of preparation and presentation, all of which have from time to time been placed upon our menus. Our ladies luncheon manual offers 124 different luncheons which have a specific appeal to ladies.

Our manual reference also encompasses varying selections of fruits, vegetables, salads, and desserts and we try hard to constantly vary our menus to make for distinctive appeal. Some of our better and well accepted vegetable preparations include small whole onions stuffed with bacon, spinach soufflé, stuffed mushrooms Mornay, asparagus shortcake, baby whole green beans Alsacienne, minted carrots, cauliflower with anchovy sauce, broiled eggplant steak and tomatoes stuffed with cheese.

We try hard at the LaJolla Country Club to establish a definite feeling of informality and this too has done much to stimulate membership's acceptance of our services. Nevertheless, our approach to our membership is varied as it must necessarily be and we run the gamut from gourmet dinners for the Wine and Food Society to children's hamburgers at the snack bar as all country clubs have to do these days to reach the many diverse tastes of their memberships.

A Conference Invitation

Attention All Club Managers:

You are cordially invited to attend the 33rd Annual Conference of the Club Managers Association of America to be held in Pittsburgh, on January 20 through January 23, 1960. The theme for this conference will be "Planning Today for Tomorrow's Success."

Every effort is being made to assure that the 1960 CMAA Conference will be an outstanding one. The committees have been working on plans which we know will make the program interesting and enjoyable, and also well worth your attention.

We know that you will also enjoy the opportunity to see the new Pittsburgh—the City of Progress, whose redevelopment has been so widely acclaimed.

Hotel accommodations will be provided at the Penn Sheraton, overlooking the beautiful Mellon Square Park in downtown Pittsburgh. We suggest

that you make your reservation early to obtain the accommodations you desire.

All members who register for the conference before December 31, will be eligible to win one of two twin-bed rooms, free for the duration of the conference, to be awarded at a drawing on January 5, and the winner will be notified by telegram immediately.

Your hosts sincerely hope that you will attend this conference, and we will be most happy to welcome you to Pittsburgh. Why not arrange your schedule now for the CMAA Conference in Pittsburgh on January 20 to 23, 1960? The proper reservation request forms will be in the mail shortly, after you have received your magazine.

Don't forget your key to the Pittsburgh Treasure Chest.

Remember—Go Pitt in '60.

JOHN CHEREKA,
Reservation Chairman

LABOR COST

the secret killer of your food operation

By Steffen F. Diamant, General Manager

Twin Orchard Country Club
Prairie View, Illinois

COMING back from the 1959 Club Managers Conference in Houston my attention was called to the emphasis which was given during several lectures on the food cost in a club operation.

Checking through statements of several dozen country clubs it appears that the food cost is more or less stable, meanwhile, the fluctuation of the labor cost has been great and, in most, unreasonably costly. Naturally country clubs, being outside of the town limits, will suffer heavier than any other food business "from the weath-

er." Most of the board members have read about food cost and give tremendous importance to it but overlook the labor cost, especially because they really don't know what the labor cost in their particular club should be. This "sacred" formula for a food operation is 50 per cent without taking in consideration that a steak may be sold for \$3.00, \$4.00 or \$6.00.

It is hard to efficiently check your labor cost in comparison to your sales but in my opinion once you have established a good and efficient **DAILY** control system you can easily see

when your labor cost is running out of control and take measures in time, not a month and a half later when you receive your monthly statement. At Twin Orchard Country Club, Mr. Bregar, our auditor and also member of

FORM 2
DAILY FOOD COST REPORT

Date Entered By	Snack Bar	Grill Room	Dining Room	Total
Sales for today	\$210.00	\$180.00	\$ 830.00	\$1220.00
Carried fwd. fr. prev. day	300.00	280.00	3500.00	4080.00
Total month to date	510.00	460.00	4330.00	5300.00

FORM 1
DAILY FOOD AND RECEIVING REPORT

SCHEDULE B Purchase to Stores	
Name of Suppliers	Total Invoice
Railton & Co.	\$ 100.00
Pfaff Bros.	1500.00
Ira Fisher & Co.	100.00
Total for the day	\$1700.00
Carried forward prev. day	2400.00
Total month to date	4100.00

Date _____	
Entered By _____	
SCHEDULE C	
Direct Purchases—Food—Dairy— Vegetables—Bakery	
Name of Suppliers	Total Invoices
Ira Fisher & Co.	\$400.00
Hawthorn Dairy	80.00
"A" total for the day	\$480.00
Carried forward	310.00
"C" tot.al mo. to date	790.00
Food Transfers	
90 employees meals at \$2.00	\$180.00
Requisitions to bar net	6.00
Total to date previous carried forward	549.00
"G" tot. mo. to date	735.00

Supplies Purchased	
Name of Supplier	Amount
Railton & Co.	\$ 10.00
Fore Supply	50.00
Total for day	\$ 60.00
Carried forward	240.00
Total month to date	300.00

SCHEDULE E	
Requisitions to Stores	
Total today	\$ 430.00
Carried fwd. prev.	1890.00
"E" total to date	2320.00

COSTS:	
Direct purchases item	
C food report	\$ 790.00
Requisition item E	
food report	2320.00
Total costs	3110.00
Deduct—food trans- fers G net	735.00
Net food costs	2375.00
% of cost of sales	42%
Kitchen labor (esti- mated)	\$ 130.00
Dining room labor	120.00
Total today	250.00
Total labor fwd. from prev. day	1650.00
Total labor month to date	1900.00
% of labor cost to sales	35%
Inventory analysis: inventory beginning of month	\$5667.00
Add—store purchases item B food report	4100.00
Total	9767.00
Deduct—requisitions to date item E	\$2320.00
Total deductions	
Inventory end of day	\$2320.00
	7447.00



You can make news with your own *salad dressings*

The few minutes it takes to make your own distinctive Wesson Oil dressings is only a fraction of total salad pantry time. But what a difference in the fine finished salad you serve your customers!



Wesson's 3-to-1 Basic French Dressing

Approximate Yield: 1 Gallon

INGREDIENTS	AMOUNT
Wesson Oil	3 quarts
Vinegar	1 quart
Salt	5 tablespoons
Sugar	3 tablespoons
Paprika	2 tablespoons
Pepper	1 tablespoon

1. Combine all ingredients, beating with a wire whip.
2. Shake or beat well before serving.
3. Store in covered container.

DRESSING VARIATIONS FOR ONE QUART OF 3-TO-1 BASIC FRENCH

BLEU CHEESE OR ROQUEFORT

4 ounces cheese, $\frac{1}{2}$ cup cream. Blend cheese and cream before adding 3-to-1 Basic French. Refrigerate.

Just imagine . . . only 4 ounces of cheese per quart of dressing! The secret's in the cream and the way delicate Wesson Oil enhances food flavors.

ANCHOVY-GARLIC

$\frac{1}{2}$ cup chopped anchovies, 6 to 8 minced garlic cloves, $\frac{1}{4}$ cup chopped parsley. Keep refrigerated.

CHIFFONADE

4 hard cooked eggs, 4 small beets, 4 small onions, all finely chopped.

For vegetable salads or lettuce hearts, a colorful dressing that tastes as good as it looks—thanks to Wesson Oil. Try it . . . and taste for yourself why Wesson is America's largest selling salad oil.

CELERY SEED

$\frac{1}{2}$ cup catsup, $\frac{1}{4}$ cup sugar, 4 teaspoons celery seed, 2 minced garlic cloves.

LORENZO

Use only 1 pint of Wesson's 3-to-1 Basic French Dressing. Add 1 pint chili sauce, 1 pint chopped water cress, 1 tablespoon grated onion.

The way Wesson Oil brings out the luxurious taste of water cress makes Lorenzo worthy of your finest shrimp, lobster or crab meat salads.

BROWN SUGAR-LEMON

$\frac{3}{4}$ cup brown sugar, 3 tablespoons lemon juice, 1 tablespoon grated lemon peel.

At last—Wesson Oil solves the problem of how to put an extra-special spark in fruit salads. And brown sugar doesn't separate like honey.

GOLDEN GATE

2 or 3 eggs, slightly beaten. Also make seasoning additions from other variations. Keep refrigerated.

HERB

$\frac{1}{4}$ cup chopped parsley, 2 teaspoons oregano, 1 teaspoon powdered thyme.

Those herb flecks give a subtle distinction to the fresh spring taste and look of your vegetable salads. It's easy to have imaginative salad variations with your own fine dressings made with all-vegetable Wesson Oil.

NEW ORLEANS

1 tablespoon prepared mustard, 1 tablespoon Worcestershire sauce.

DRESSING VICHYSOISE

1 cup cold mashed potatoes, $\frac{1}{2}$ cup minced green onion or chives. Using a mixer, gradually blend 3-to-1 Basic French into potatoes. Refrigerate this thick dressing.

Those cold mashed potatoes act as a homogenizer and help carry the flavor—delicate as only Wesson Oil can make it. For vegetable, tomato or asparagus salads.

Shortening is no sideline with us . . . that's why Wesson is as light and fine as an oil can be!

The Wesson Oil People

NEW ORLEANS, LA.

Makers of Heavy-Duty MFB . . . Quik-Blend . . . Keap . . . Meedo . . . Quiko . . . Task

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959

the board, and I have developed a control system, which I would like to explain:

In schedule "B" on Form 1 shown here the storeroom steward enters all purchases to the storeroom. Railton & Company, which is a grocery wholesale house, delivered \$100 canned goods which we enter under "Purchase to Stores." Meanwhile the additional \$10 in cleaning supplies was entered on the right side under "Supplies Purchased." The meat, from Pfaelzer Bros., and the frozen vegetables delivered by Ira Fisher & Company go on the left side, meanwhile the fresh vegetables delivered by Ira Fisher & Company go directly to the kitchen boxes and are entered in the center Schedule "C" together with dairy products, etc.

After totalling the daily store purchases (left column) and entering the previous days of the month's purchases, the steward totals the month's purchases to storeroom and uses the same procedure on Schedule "C" (Direct Purchases to Kitchen) and for "Supplies" (upper right). In the lower center part we have the food transfers where we account for the employees meals and for small perishable supplies transferred to the bar like oranges, apples, tomato juice, etc. On the lower right part of this form the steward takes the daily requisitions made out by the kitchen steward, chef or baker, prices them, totals them and adds them to the previously carried forward requisitions. The storeroom steward keeps one of these forms and sends the duplicate to the accounting office.

Form 2 is used to fill out the daily food and labor cost report. Our three different food serving departments are separately accounted for and then tallied. To establish the cost of our food operation, the direct purchases from Schedule "C" of the steward's report, are figured as already used up and entered in the first box. The next box uses the total of requisitions given out from the storeroom to the kitchen during the month. These two columns establish the cost of food received in the kitchen through the storeroom and through direct purchases. From this cost we deduct the cost of feeding our employees and food requisitions to bar for the same period of time and receive the net food cost.

To establish the labor cost we take the monthly salaries of all our kitchen help, steward, food checkers, etc., and divide it through 25 working days which gives us the daily kitchen labor cost. We add the salary of any daily extra labor. At the beginning of the season we add on the monthly salary the monthly part of any bonuses

agreed on. To establish the dining room labor cost we use the same procedure as in the kitchen but disregard any percentage our waiters receive in lieu of tips and which is charged to the members in addition to the established price of a meal. Adding the daily kitchen and dining room labor the third box gives us the total labor cost of the day and adding to the previous days of the month we can establish the exact percentage of labor cost to sales.

In the lower part we have the daily inventory check starting with the inventory of the first of the month, adding all the storeroom purchases, then deducting all requisitions, gives us the inventory at the end of the working day.

Controlling these sheets through a good bookkeeping department and a good steward who weighs every item

when receiving and before delivering it to the kitchen and prices exactly, you should have a very accurate daily food and labor cost. During the summer of 1958 my daily check food cost and effective food cost established through the monthly inventory and statement never varied more than one per cent and my labor cost never varied more than two per cent. If the weather is good and my sales are normal but my labor cost runs higher than anticipated, I know the time has come to do something about it and I am able to do it before my expenses run out of line for weeks.

The labor cost in every club is different and depends on the operation required by the board of directors, but once established it should be up to the manager to try to keep it in line to meet the annual budget.

Short Course on Spices

By John Wilmsfloet, Manager

Concordia Club
Pittsburgh

SPICES are chiefly used for seasoning of foods, and they represent different parts of their respective plants. Spices are aromatic substances and they have no direct food value, but are prized for the agreeable flavor which they impart to food.

Pepper is the dried berry of *Piper nigrum*, found in tropical countries. Black pepper is made from the green fruits and white pepper is of the ripe berries after the skin has been removed. The taste and odor are due to the presence of piperin.

Cinnamon is the inner bark of a tropical tree and its chief constituent is a complicated aldehyde.

Cloves are the dried flower buds of the East Indian evergreen tree, and the flavor or taste is due to eugenol.

Ginger is made from the roots of an herb grown in India, China and the West Indies. The water extract from the ginger is used in the manufacture of the beverage which we know as ginger ale.

Nutmeg is the hard seed of a tree called *Myristica moschata*, native of the Molucca Islands, which is now cultivated in Java and Sumatra and some of the West Indies Islands. The fruit is surrounded by a husk which

is known as mace (which is also a spice).

Mustard is made from the ground mustard seeds known as *Sinapis nigra*, found in Europe and America.

Curry is a condiment and a spice, but is, strictly speaking, a mixture of many other spices. Only an Indian can make it to perfection, and its ingredients are native to their country.

Thyme belongs to the same family as mint, the Labiatae. The leaves of this plant are used fresh and dry. It possesses a highly aromatic flavor and is very agreeable.

Marjoram is a spice. There are four different kinds of marjoram, but the sweet marjoram are natives of Portugal and it is this marjoram which is generally used in our kitchens.

Bay leaves are the leaves of a common laurel, *Prunus Laurocerasus*, and are employed for culinary purposes to give a kernel-like flavor to stocks.

Tarragon and chervil belong to the same family as wormwood, and are called *Artemisia dracunculus*, and are native of Siberia. The tarragon leaves are used for flavoring vinegar. The leaves of chervil possess a peculiar flavor which is much appreciated in high class kitchens.



Why 4 times as many eating places serve Heinz Beans as any other brand

There's far greater profit spread with bean dishes than many others you serve. And when the beans are *Heinz*, you get the kind of quality that brings customers back. For these tasty beans are prepared by Heinz master chefs, cooked and sauced to really satisfy your customers. Heinz Beans cost

little to serve . . . cut preparation time . . . and cut high labor costs, waste and spoilage. You get absolute portion-cost control, too. Small wonder a recent independent study showed four times as many of the eating places surveyed prefer Heinz Beans to any other brand. Order a supply.



• Heinz ready-to-serve Beans in Tomato Sauce and Beans in Molasses Sauce are available in 7-oz. Individual and 54-oz. Chef-size cans.





The Jonathan Club's grand prize-winning table at Third Culinary Art Exhibit held recently in Los Angeles.

Club Wins Culinary Exhibit

THE Jonathan Club of Los Angeles, Ashton Castle, manager, won the grand prize, five first prizes and one second prize at the Third Exhibition of Culinary Art held Friday, May 22, in Ambassador Hotel in Los Angeles. The Culinary Arts Exhibit was sponsored by the Chefs de Cuisine Association of California, Incorporated. Participating groups were Southern California Restaurant Association, Southern California Hotel Association, The Epicurean Club of Los Angeles, Southern California Boniface International, Executive Stewards' and Caterers' Association, Los Angeles Branch, and Master Retail Bakers Association of Southern California. Other clubs winning prizes were Los Angeles Country Club, Eugene Seeber, manager, and Frank Forster, executive chef; and Hillcrest Country Club, Emil Lepp, manager, and Adelbert Carlen, executive chef.

Participants in the Jonathan Club exhibits were Daniel Beer, executive chef; Fred Dopf, pastry chef; Paul Volzenlogel, Ernest Wyss, pastry men; Eric Schoenholz, soup chef; Paul Flores, chef gardemanger; Frank Carmadella, roast chef; Joseph Alvite, second cook; Ed Eha, assistant second cook; Antoine Vicondo, hors d'oeuvres

ier, and Herrmann Kluftinger, chef tournant.

The Jonathan Club's 12 exhibits, under the direction of Executive Chef Daniel Beer, won the grand prize. The center piece included a ram carved out of ice by Chef Beer, and a large carnation and orchid floral display created by Mrs. Leslie Harris, Jonathan Club flower shop concessionaire.

Exhibits were judged on a point basis, against perfection represented by 100 points, considering these qualities: Craftsmanship, 50 points; appearance and design, 40 points; originality, 10 points. Chef de Cuisine Trophies in Gold, Silver and Bronze were presented for each classification. One hundred-eighty exhibits, created by 55 different houses were entered in the competition.

Orby Anderson, president of the Culinary Arts Exhibit, said, "Here the chef and culinarian expresses hidden talents of his craft, through artistry—as he is truly an artist! This Exhibit is dedicated to the ideals of the true chef and cuisinier with the hope that his importance in society will be recognized properly; that it will be a source of knowledge and inspiration to all those who are interested in or desire to follow our profession."

Special Mother's Day Promotion Boosts Business, Brings Good Will

By Ray F. Garrett, Manager

Statesville Country Club
Statesville, North Carolina

A special mother's day promotion and menu this spring resulted in an overflow crowd and a harvest of good will from our club members. We have 317 members in our club and we served 272 that day.

The crowd was so large we had to use our ballroom, sun porch, patio and regular dining room. In spite of serving 89 free meals to the mothers who came to the club that day, and a very low price for children, we held the food cost down to about 55 per cent.

The "gimmick" we used for the "Mother's Day Buffet" was the fact that the entire buffet was composed of items made by our staff from recipes submitted by the mothers in the club. A total of 22 dishes was presented and each mother who attended the buffet received a complete booklet with all 22 recipes.

A mimeographed letter from Walter J. Munro, entertainment committee chairman, told the members of the buffet in advance and listed the prices which were: mothers, free; dads, \$2.50; adults, \$1.75; and children under 12, \$1.

In addition, a country club mother-of-the-year was selected and presented at the buffet with an orchid. The winner, Mrs. A. W. Fanjoy, is an active member of the club.

White and red peonies in a silver wine cooler centered the buffet table and red roses were massed in a silver epergne in the foyer. Other bouquets were mostly of peonies in white and pastel colors.

Buys Firm

Shenango China has announced the purchase of the Wallace China Co. The latter will be separate and operated as a wholly owned subsidiary of Shenango. Sales plans and selling policies will be announced later.



Automatic vendors that dispense Pepsi-Cola guarantee new profits, better service and the refreshment that members want ... when and where they want it.



GET THE FACTS AND FIGURES TODAY FROM YOUR LOCAL PEPSI-COLA BOTTLER OR WRITE:
NATIONAL ACCOUNTS DEPARTMENT, PEPSI-COLA COMPANY, 3 WEST 57 ST., NEW YORK 19, N.Y.

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959

Club Chefs Help Present Lamb Buffet

TWO club chefs were among nine of the Pacific Northwest's leading chefs who combined their culinary talents early this year to stage the most spectacular lamb buffet ever presented in this country, according to observers.

Occasion for the affair, appropriately, was the 49th annual convention of the National Wool Growers Association in Portland, Oregon. The two club chefs were Al Kuester, Waverley Country Club, Portland (where Claude Galloway is manager), and Paul W. "Billy" Arnold, Multnomah Athletic Club, Portland (where Verne Perry is manager).

Working all day in strange kitchens, each of the nine chefs assumed responsibility for the preparation and serving of several individual lamb dishes and coordinated their plans so perfectly that the more than 800 guests were served in a time of 50 minutes.

Here are three recipes from Chefs Arnold and Kuester which were served at the affair:

Braised Lamb A La Buechelstein

(Makes 20 servings)

As prepared by Chef Paul W. "Billy" Arnold

10 lbs. boneless lamb shoulder, cut in 1-in. cubes	Water or stock
All-purpose flour	4 lbs. carrots, cut in 1-in. pieces
3 cloves garlic, minced	6 lbs. potatoes, diced
Small amount hot fat	4 bunches leeks, cut in 1-in. pieces
Salt, pepper and comino seed to taste	2 lbs. frozen peas
	1 6-lb. 9-oz. can Pearl onions

Coat lamb with flour. Cook lamb and garlic in hot fat until browned on all sides. Add salt, pepper and comino seed and enough water or stock to cover; mix well. Cook over low heat, 1 hour, or until lamb is tender. Add carrots, potatoes and leeks and cook until potatoes are just tender. Add peas and onions and cook until peas are tender. Serve garnished with chopped parsley, as desired.

Barbecued Rack of Lamb, Garni Jardiniere

(Makes 10 servings)

As prepared by Chef Arnold

Double rack of lamb	Ground lamb or
Garlic butter	stuffing
	Barbecue sauce

Cut rib bones at half length. Brush inside with garlic butter. Stuff with ground lamb or stuffing. Cut backbone halfway through and roll. Mark ribs between knuckles and tie. Place lamb on rack in shallow roasting pan. Brush

with barbecue sauce. Bake in moderate oven (350°) 1 hour. Serve with Rissole potatoes, peas in tomato baskets and spiced broiled pineapple rings.

Cotelettes d'Agneau a la Galee

(Makes 3 servings)

As prepared by Chef Al Kuester

6 lamb chops, 1½-in. thick	1 cup chopped celery
Butter or margarine	Stock or bouillon
1 cup diced carrots	Chopped egg yolks
	Nutmeg
	Chopped ripe olives

Cook chops until browned on both sides. Melt small amount of butter or margarine. Add carrots and celery. Cook until tender. Top chops with vegetables. Add small amount of stock (to cover). Cook over low heat until chops are tender (about 35 to 40 minutes). Strain liquid through cheesecloth and cool. Make a meat aspic from strained lamb liquid. Pour into ring mold. Chill until firm. Coat chops with more cooled aspic, egg yolks, mixed with nutmeg and olives. Coat with cooled aspic. Chill decorated lamb chops until aspic is firm. Stand chops up in aspic ring. Garnish as desired.

Strawberries for Summer Treats

FROM the California Strawberry Advisory Board come these recipes which are kitchen-tested and presented to tempt the appetites of the most discriminating club members.

Strawberry Shortcake

5 quarts (6 lbs.) biscuit mix
6¾ cups (3¾ lbs.) milk
¾ cup oil, cooking
1 cup (7 oz.) sugar, if desired

Place biscuit mix in mixer. Combine milk and oil. Add to biscuit mix. With large paddle, mix until blended. Add sugar if desired. Knead dough about 10 times. Roll out on lightly floured board to ½" thick. Place on sheets. Cut out biscuits with 3" cutter. Bake in hot oven (450°) for 10-15 minutes.

2 qts. whipped cream, if desired
2 cups (1 lb.) butter, if desired
6½ quarts California Frozen Strawberries (12½ lbs.) sliced or crushed, defrosted with juice

To serve, split and butter biscuits. With 2-ounce dipper, pour 2 ounces strawberries between and on top of biscuits. Top with whipped cream.

Individual Strawberry Pies

(Makes 24 servings)

3 recipes plain pastry
6 eggs, well beaten
3 15-oz. cans sweetened condensed milk
2 tbsp. grated lemon rind
1 cup lemon juice
3 qts. (6 1-lb. packages) Individual quick frozen California strawberries, thawed

1. Press pastry into ball. Roll out on lightly floured surface to ⅛ inch thickness.

2. Cut into 24 5-inch squares. Place on 6-inch squares of heavy-duty aluminum foil. Pinch corners together to form tart shells.

3. Bake in hot oven (425°) 15 minutes, or until lightly browned. Cool. Remove foil.

4. Combine eggs, milk, lemon rind and

lemon juice; mix well. Turn into tart shells. Chill.

5. Drain strawberries, reserve syrup. Combine strawberry syrup and cornstarch. Cook over low heat until thickened and clear, stirring constantly. Cool.

6. Add strawberries to syrup mixture. Arrange over lemon mixture in tart shells and chill.

Strawberries 'n Cream Pie

(Makes 3 9-inch pies)

9 cups frozen sliced California strawberries, thawed
3 3-oz. packages strawberry flavored gelatin
1½ qts. vanilla ice cream, softened
6 egg whites, stiffly beaten
Heavy cream, whipped

1. Drain strawberries; reserve syrup. Heat syrup to boiling point. Add gelatin and stir until dissolved. Add strawberries. Cool.

2. Gradually add ice cream and blend. Chill until slightly thickened. Fold in egg whites.

3. Turn into pastry shells. Chill until firm.

4. Garnish with cream.

California Tarts

(Makes 25 2½-inch tarts)

1½ lbs. cream cheese, softened
½ cup sugar
½ cup lemon juice
1½ qts. fresh or individual quick frozen California Strawberries
1½ cups sugar
25 2½-inch baked tart shells

1. Combine cheese, ½ cup sugar and lemon juice; beat until fluffy.

2. Combine strawberries and 1½ cups sugar; mix until sugar dissolves.

3. Turn cheese mixture into tart shells; top with strawberry mixture. Chill. Top tarts with whipped cream, if desired.

For complete set of recipes write California Strawberry Advisory Board, Dept. CM, 441 Flood Bldg., San Francisco 2, Calif.



*Garbed in
gleaming gold foil,
distinctive Miller High Life
bottles proudly display
the finest label on any table.*

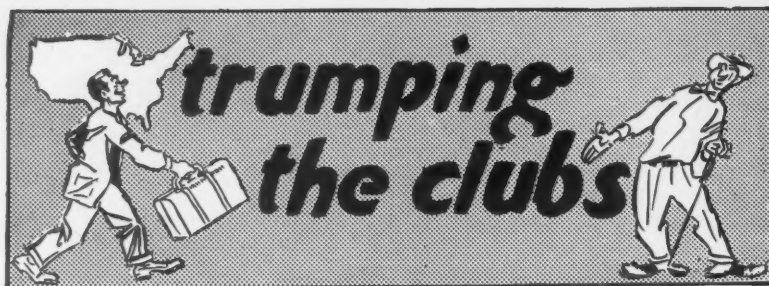


Perfection is the standard... and
craftsmanship the rule, in every step used
to brew Miller High Life. Here, in the
world's finest brewery, the enduring
tradition of quality is a way of life...
constantly maintained to protect the
reputation of every retailer who features this
truly genuine Milwaukee beer.

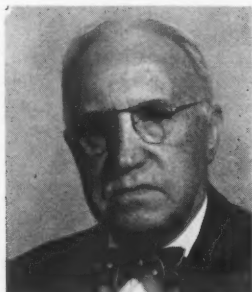


BREWED IN THE GREAT TRADITION... ONLY IN MILWAUKEE, WISCONSIN.

© MILLER BREWING COMPANY, MILWAUKEE, WIS.



James A. MacGoogan Dies



JAMES A. MACGOOGAN, 76, former CMAA president and long-time manager of the Youngstown (Ohio) Club, died at his home in Youngstown on June 2. Mr. MacGoogan suffered a stroke three years ago, followed by a second stroke a short time afterward from which he never regained his health.

Mr. MacGoogan retired January 1, 1952, from the club after managing it for 32 years.

In the many years he was manager he had known most of Youngstown's "greats" and made the club famous for food and service. He had developed friendships among Youngstown men and the friends they entertained there from all over the world.

Mr. MacGoogan was born February 22, 1883, in Kilwain, Scotland, and moved to Lisbon, Ohio, when he was eight years old. He worked in the potteries at East Liverpool and Sebring, Ohio, in the Chester, W. Va., mills and at 19 was night foreman in a mill there.

He next toured the country as a cornet player and in 1913 moved to Youngstown and got a job in a famous restaurant there in charge of the staff of 108 at the Salow Horseshoe. In 1921 he was selected as manager of the Youngstown Club.

Besides his CMAA activities (he was president in 1937, a veteran convention-goer and known to managers throughout the country), Mr. MacGoogan was a member of the

Rotary Club, a Mason, an Elk, past president of the Youngstown Shrine Club, a member of the Ohio Hotel Association, the Hotel Greeters of America, the American Restaurant Association and the International Stewards Association.

Besides his wife, Emma, whom he married in 1920, he is survived by two sisters, Mrs. H. J. Lamphear and Mrs. John Mullen. Many friends and club managers attended his funeral including CMAA Director Ed Vetter of the Portage Country Club, Akron, representing the CMAA.



The Fircrest Golf Club, Tacoma, Wash., has received bids for the construction of a new clubhouse which will have approximately 14,000 square feet of space and will provide social facilities, locker and shower rooms, swimming pool with a separate bathhouse and office space. The new building will be adjacent to the existing club quarters which will be razed.

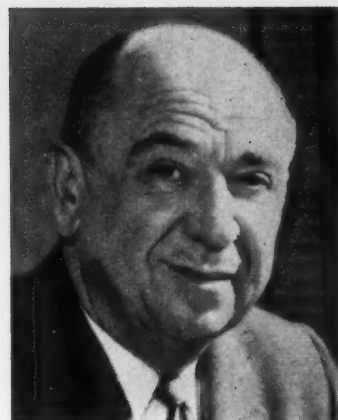


Mrs. Hazel B. Carlsen, manager of St. Clair Country Club, Belleville, Ill., sent us her current club "Bulletin" and pointed out how through it she communicates club rules and regulations to the members.

She reports, "The 'Bulletin' is my big means of enforcing law and order without too much direct opposition. We have a news letter from each committee which clears to the editor over my desk."

Several of the subjects covered in the latest "Bulletin" concern membership credit, rules for motor scooters, wearing of swim suits, rules applying to golf play, clarification of fivesome rule, guest rule, and rules governing pets.

Other pertinent club information is of course published in each issue.



R. S. Fram

R. S. Fram has resigned as manager of the Old Pueblo Club, Tucson, Ariz., to become manager of the Arizona Club, Phoenix. He succeeds Dick Gray who is leaving the club field to join a hotel enterprise which operates a resort in northern Arizona.

Mr. Fram has been succeeded at the Old Pueblo Club by the assistant manager there, Richard Heatler.

Mr. Fram started his career at the old Adolphus Hotel in Dallas and then moved to the Shirley-Savoy Hotels in Denver. He was property manager for a real estate firm in St. Louis, operating many apartments and hotels, and for nine years was general manager of the LaSalle, Catham and Emerson Hotels in Kansas City.

He also has managed El Rancho, Sacramento, Calif., El Rancho Vegas in Las Vegas, Nev., the Carlsbad (N. M.) Hotel and the San Jose (Calif.) Country Club. He also has done counseling work for hotels and clubs. Mr. Fram is a member of the Bonifaces in San Francisco, El Zari-bah Shrine in Phoenix, Press Union League Club of San Francisco, the American Legion, and the CMAA.



Thomas Webb reports that he has been appointed manager of the Century Country Club, Scottsdale, Ariz. The club is a new one in the Phoenix area and was to have its grand opening on the Fourth of July, with fireworks, cocktails, dinner and dancing.

Mr. Webb has been employed at the Ramada Inn, Phoenix, for the past seven years as catering director. Previous to this, he was manager of the Glengarry Country Club, Toledo, Ohio, and Tam O'Shanter Country Club, Orchard Lake, Mich. Other experience includes jobs at the Versailles Hotel, Miami Beach, and the Beverly Hills Country Club, Newport, Ky.



For outstanding flavor and downright economy

SEXTON BAR-B-Q SAUCE

The high quality and outstanding flavor of Sexton Bar-B-Q Sauce is a real repeat business builder—an appetizing invitation to “come again soon.”

You get unequalled economy. Sexton Bar-B-Q Sauce can be extended over 50% without materially affecting flavor. You can cut preparation costs 22% by adding a 46 oz. can of tomato juice to a number

10 can of Sexton Bar-B-Q Sauce—15% by adding a number 10 can of tomato puree to 2 cans of sauce. Sexton gives much more than ordinary Bar-B-Q Sauce—you get a basic sauce adding new taste delights to standard menu items like beef hash.

Serve Sexton Bar-B-Q Sauce—goes twice as far—tastes twice as good. John Sexton & Co., P.O. Box J. S., Chicago 90, Illinois.



Sexton *Quality Foods*

JOHN SEXTON & CO., CHICAGO
 LONG ISLAND CITY • SAN FRANCISCO
 PHILADELPHIA • BOSTON • PITTSBURGH
 DALLAS • ATLANTA
 DETROIT • INDIANAPOLIS

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959

Folding Tables are NOT all alike!



No other tables have as many "Extra Features" as

Mitchell
FOLD-O-LEG
tables

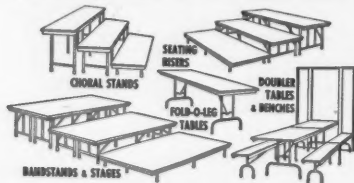
- ★ GREATER SEATING CAPACITY
- ★ MORE LEG COMFORT
- ★ UNEQUALED APPEARANCE, DURABILITY, STRENGTH
- ★ FINEST CONSTRUCTION, MATERIALS, FINISHES
- ★ BUILT FOR LONG SERVICE



The Strongest,
Handiest Folding
Table Made!

TUBULAR STEEL FOLDING LEGS
SMOOTH, SANITARY TOPS
of Brown or New Light Finish
"Qualite" Masonite Presdwood,
Formica and Resilyte in many
patterns and colors.

A COMPLETE LINE OF SPACE-
SAVING, PORTABLE, MULTIPLE-USE EQUIPMENT



Write for Descriptive Folders

MITCHELL MFG. CO.

2742 S. 34th St. • Milwaukee 46, Wis.



For a close-up view of wine making, this group of club managers visited The Taylor Winery in Hammondsport, N. Y., recently. The managers inspected acres of vineyards and followed wine making through its many steps of production. Winding up the tour in the hospitality room shown above from left to right (front row) the managers are: T. Van Cott, formerly of the Brookville Country Club; A. Lepehek, Nassau County Country Club; J. Nolletti, Davenport Club; R. Stevenson, New Rochelle Shore Country Club; J. O'Donnell, Hudson River Country Club. From left to right (back row) are: Charles Poduska, Taylor special sales representative for New York City; W. Alward, Gypsy Trail Club; J. Murphy, sales manager for Austin Nichols and L. Doyle, Brookville Country Club.

♦ ♦ ♦

Gerald L. Ash, 66, manager of the Valley Golf Club, Phoenix, Ariz., died recently. From 1952 to 1917 he was sports director of Phoenix's Paradise Inn, and at one time was director of the Orange Bowl Festival in Miami, Fla., for five years.

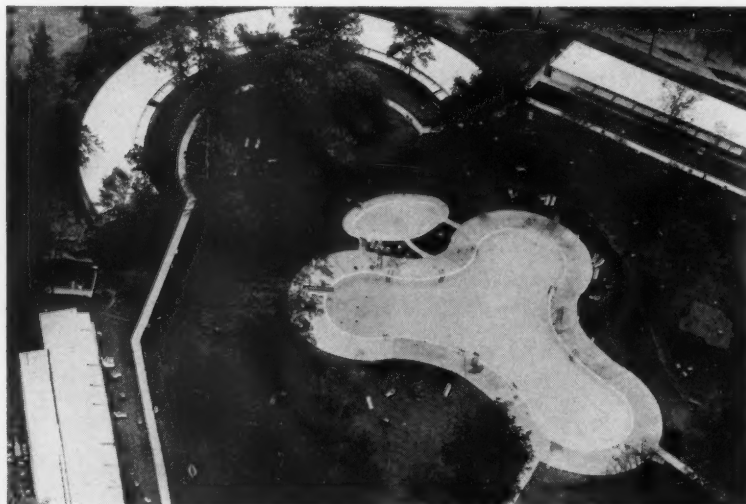
♦ ♦ ♦

Ben Hensel, formerly manager of the Bridgeport Country Club, Saginaw, Mich., has been appointed manager of the Garden City (Kan.) Country Club. For nine years prior to the Bridgeport position, Mr. Hensel managed the Cloverleaf Country Club, Flint, Mich.

♦ ♦ ♦

Shown here is the new, three-quarter-of-a-million-dollar Hickory Hills Cabana and Country Club, Totowa Borough, N. J. The new club will have about a 1500 membership. As seen in the photo, the center section is dominated by a master swimming pool and an adjoining children's wading pool around which are cabanas.

♦ ♦ ♦





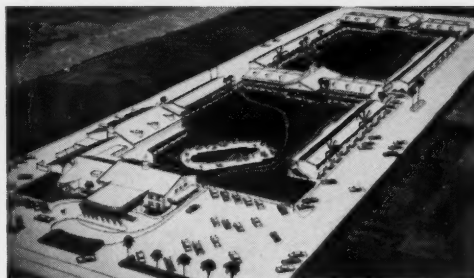
SIGN OF RAMADA INN-FLAMINGO HOTELS, popular throughout the Southwest.



A NATIONAL SYSTEM modernized the accounting procedures of this successful organization.



EMPLOYEES PREFER the ease and speed of a National.



THIS LUXURIOUS MODERN HOTEL relies on a National System to assure efficient accounting.

"Our *National* System
saves us \$6,000 a year...
returns 65% annually on investment."—Ramada Inn-Flamingo Hotels
Phoenix, Arizona

"Excellent guest relations are vital to our business," writes Michael Robinson, Managing Director of the Ramada Inn-Flamingo Hotels. "Our National System is indispensable to our efforts to provide the best possible service.

"The flexibility of National Accounting Machines has greatly improved our accounting procedures. Record-keeping is now simpler, more accurate, and more up-to-date. Nationals speed up statistical work and

make month-end financial reports available in far less time than our former hand method did.

"We firmly recommend the National System to any hotel. Our National System saves us \$6,000 a year... returns 65% annually on investment."

Managing Director of the
Ramada Inn-Flamingo Hotels

Your business, too, can enjoy the increased efficiency and economy made possible by a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit.



TRADE MARK REG. U. S. PAT. OFF.

National

ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • 75 YEARS OF HELPING BUSINESS SAVE MONEY

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959



H. J. Antonisse

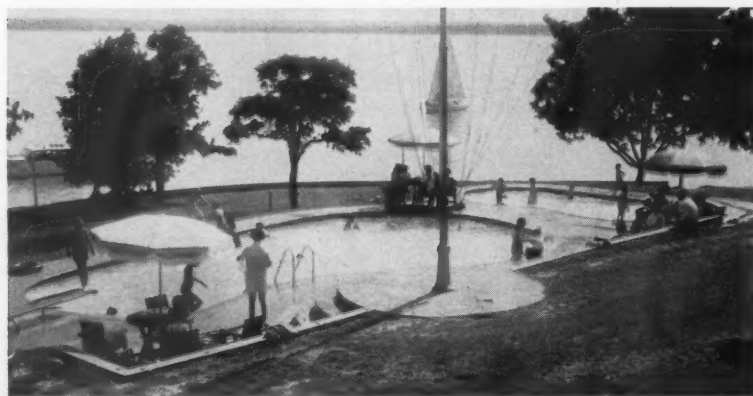
H. J. Antonisse, manager of the River Club, Jacksonville, Fla., reports business is humming at his 950-member club, atop the Prudential Building. Says Mr. Antonisse, who became manager two years ago, "it is said that this is the most beautiful club south of New York, and we all think it is." Mr. Antonisse, for practically all his life, sailed for the Holland-American Line as chief steward. Prior to his River Club position he was catering manager at the Miami Springs (Fla.) Villa and Hotel.



Donald P. Robinson, manager of the Fort Worth (Tex.) Boat Club, reports that the club opened its new swimming pool this summer and that it is a great asset to the club, and the members are quite proud of it.

He also says that the first four of the cabanas are being built and some 20 will be built in the near future. The parking area has just been completely black-topped and plans are under way for more boating docks and another boathouse.

Shown here is the new swimming pool of the Fort Worth Boat Club around which have been built cabanas. Manager Donald Robinson reports that the pool has been used to capacity since its opening, and that it also has increased the food and beverage business nearly 20 per cent.



Socially, the club is extremely busy and a Hawaiian Party, on which a committee of 30 members worked two months, was a success when it was given last month. Another June event was the annual inter-club regatta with boats and crews from nine states entered.



Eric Flossman has been appointed manager of the Rockland Country Club, Sparkill, N. Y. He formerly managed the Forest Hill Country Club in Bloomfield, N. J., and the Lake Mohawk Golf Club in Sparta, N. J.



Karl Brandon writes that he is at the Sankaty Head Golf Club, Nantucket, Mass., this summer. His present winter position is the Porcupine Club, Nassau, Bahamas. Former positions have included the Round Hill Club, Greenwich, Conn., and the Hotels Carlyle and Weylin, New York City.



Harry Langdon, manager of the Lotos Club in New York, reports that a now-annual party for the personal secretaries of the members is a big success. Because these secretaries make so many of the contacts, such as reservations, etc., with the club in behalf of their bosses who are members, the club felt that it would be a fine gesture of good will to have a party for them and the affair has been a great success.



Arthur Karr writes that he has taken a position for the summer at the Hill Top Inn, Mount Pocono, Pa. He formerly was at The Oxford, Portland, Me.



Franz Bach informs us that because of reasons of health and acting on the advice of his physician, he has resigned as manager of the Park Country Club of Buffalo, Williamsville, N. Y.

Mr. Bach, who has been with the club 30 years, received the following tribute from Club President J. Eugene McMahon in a letter to the membership:

"The board has a keen feeling of loss and the severance of an association lasting over so many years. It is not often that a club is fortunate in having as its manager a man with the character, skill, loyalty and devotion shown by Mr. Bach in his long term of stewardship.

"We join with all the members of the club in wishing for him a speedy return to full health and vigor, and we trust that future years will hold health and happiness for him and Mrs. Bach."



Owen L. Wittek has been appointed acting manager of the Park Country Club of Buffalo, N. Y. He had just recently been named assistant manager of the club. He went to the Park Club after two years as manager of the Montefiore Club, Buffalo. Previously he served at the Hotel Lafayette, Buffalo, for two years as assistant sales manager, and he is a graduate of one of Cornell University's special summer courses in the supervision and preparation of food. He is married and his wife's name is Phyllis.



Mr. and Mrs. Forrest Houch have been named managers of the Devils Lake Yacht Club, Adrian, Mich. They formerly were managers of the Coldwater (Mich.) Country Club.



A new \$300,000 clubhouse has been opened at Indian Wells (Calif.) Country Club, under the direction of Manager Eddie Susalla, who has been with the club since its start three years ago.

The new building, raised to overlook the lake and waterfalls at the first tee, has a long slender look. An outside catwalk extends the length of the building and a special feature in the rear is a second-floor ramp which leads to a hilltop vantage point of the 18th green.

The club is also contemplating addition of tennis courts and is going to light its driving range and putting green. Another addition will be barbecue pits for family cooking around the swimming pool.

Whatever you serve...



Hobart serves you better

By Cold Water Glass Washing



Using only water from your cold-water tap and a detergent-sanitizer, the new Hobart *Sani-Quik* Glassmaster, with its exclusive design and features, automatically turns out a sanitized, spotless, sparkling glass in just four seconds. Field tests prove that *Sani-Quik* is 50 times more effective than hot-water dip and rinse methods—added appeal for customer acceptance. Sturdy, self-cleaning nylon brushes scrub away all traces of lipstick, sugars and greasy fingerprints. Safe, sanitary and simple

to operate, *Sani-Quik* handles all popular sizes and shapes of glasses.

By Slicing Snack Costs

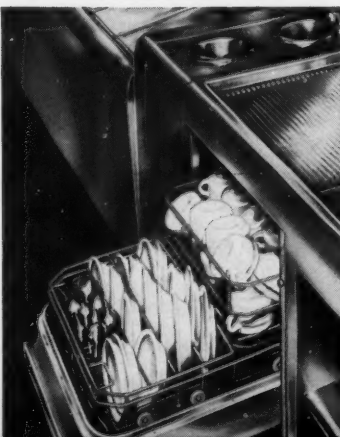


Clean, fast Hobart slicing of cheese, ham, corned beef and other sandwich items will quickly slice time and costs out of your present snack operations. Safe and simple to operate, you set the size of slice you want and every portion is exactly alike—no waste. *Solid, stainless steel, stay-sharp* blade is a Hobart exclusive... will never pit or blacken... keeps its razor-sharp edge far longer than any other blade. Free of juice- and dirt-trapping crevices, this slicer is quickly cleaned without tools.

The complete Hobart line offers you the choice of many models.

By Washing Away Dish Worries

Now you can keep dishes, silverware and glasses clean and in service during rush periods without extra time and cost penalties. A Hobart Model UM all *stainless steel* (inside and out) dishwasher installs under your counter completely out of the way. Large loadings of dishes are automatically rinsed, washed and air-dried for cleaner, more sanitary dishwashing. Faster operations... less dish handling... less breakage... let you maintain a smaller dish inventory for additional savings. Other automatic and semi-automatic models will fit in two feet of space, or a space no larger than a phone booth. See Hobart for your widest selection of dishwashing machines.



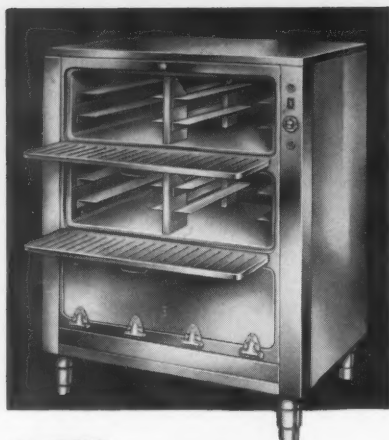
Ask for a no-obligation demonstration of slicing, dishwashing or glasswashing in your location today. The Hobart Manufacturing Co., Dept. 216, Troy, Ohio.

The Most Complete Line with Nationwide Sales and Service

Hobart®
machines



The World's Oldest and Largest Manufacturer of Food, Bakery, Kitchen and Dishwashing Machines



Thermotainer® Saves You Money Even before you use it!

Type E Thermotainer saves you money on the very day you place your order, besides saving you money in everyday operation.

Impossible? Here are the facts: One Type E Thermotainer easily stores eighteen 12" x 20" x 2" pans of various prepared food and holds them in perfect serving condition for hours—enough food for 300 dinners. In order to serve the same number of people, you would need additional kitchen equipment. With a Type E Thermotainer, you use only the equipment you have—but you use it more efficiently—all through the day.

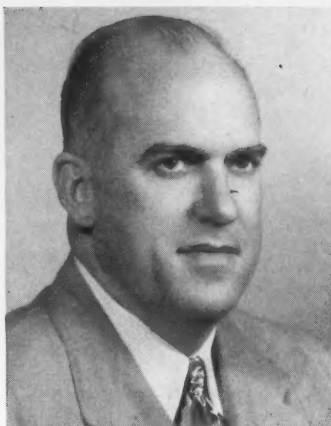
When you order a Type E or any other model Thermotainer, you get Thermotainer's many exclusive proven features: compartment design, channelled heat for uniform compartment temperature and humidity, NSF and UL approved construction, self-type doors, thermostat control and many others. Compare them all—you'll buy Thermotainer.

Write for catalog illustrating
over 75 types and sizes



Sold only through
authorized
Thermotainer dealers.

FRANKLIN PRODUCTS CORP.
400 W. Madison Street Chicago 6, Ill.



A. J. Edmundson

Andrew J. Edmundson became manager of the Laurel (Miss.) Country Club on June 15. He reports that the clubhouse was completely destroyed last year and the new building will be ready for occupancy about August 1.

Mr. Edmundson, who has been at such clubs as South Shore Country Club, Chicago, and the New Orleans Country Club, writes that the Laurel

Country Club has an 18-hole course "known as one of the finest in the South." There is a swimming pool and tennis courts. The new clubhouse cost \$250,000 and is completely air conditioned.

Franz Bauer is back at the Colony Club, Kalamazoo, Mich., after having resigned as manager of the Oneida Golf and Riding Club, Green Bay, Wis.

Henry Holl has resigned as manager of the Country Club of Decatur, Ill., to operate the Fort Pitt Motel, Oakdale, Pa., which he has purchased. He reports the motel is located four miles west of the Greater Pittsburgh airport and a great deal of business comes from the airline pilots.

Frank R. Millard, former assistant manager of the Ridge Country Club, Chicago, has been named manager of the Urbana (Ill.) Golf and Country Club. The club has just completed a new bathhouse for the swimmers and is planning a general remodeling program in the near future.

Pears Get New Approach On Club's Menu

Photos by Pacific Coast Canned Pear Service

CANNED Bartlett pears and cottage cheese, popular go-together foods, are given the benefit of a new approach at the Yakima Country Club, Yakima, Washington.

The dish is the "Fat Men's Special," which has been on the menu daily for the past five years. The plating consists of grilled ground round of beef slice of unbuttered toast, with butter

"Pearadise Star" salad is another daily menu feature at this club, and popular with the ladies as well as the men.



Men like this plate—and the name, "Fat Men's Special" at the Yakima Country Club. It has been on the menu daily for the past five years.

served on the side, two canned Bartlett pear halves.

Mrs. Mida Wieland, the chef, also lists "Pearadise Star" salad daily. The pear halves are propped against the centering mound of cottage cheese, and garnished with olives, as a variation which has good acceptance.



This Many Pennies



Makes 100 pounds of Pure **SCOTSMAN ICE!**

● Here's how to solve high ice costs—invest in your own SCOTSMAN Ice Machine! For just a few pennies you can make ice for any purpose. Your SCOTSMAN Ice Machine is always available. There's no waiting for ice, no delays in delivery. Day or night you can have as much ice as you need at an economical price!

Choose from 8 Super Cubers or 24 Super Flakers, ranging in capacity from 100 lbs. a day to 4500 lbs. daily! SCOTSMAN has the model to fit your needs exactly. Remember—if you use ice, you need an automatic SCOTSMAN Ice Machine!

*Super
Cuber*

Capacities
from 110 lbs.
to 500 lbs.

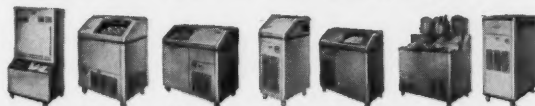


*Super
Flaker*

Capacities
from 100 lbs.
to 4500 lbs.



SCOTSMAN



AUTOMATIC ICE MACHINES

World's Largest Line • World's Largest Seller

Make your own SCOTSMAN ice for as little as 8¢ per 100 lbs! Send for FREE 44-page booklet, "How To Use An Ice Machine."



NAME _____

ADDRESS _____

CITY _____

STATE _____

MAIL TO: SCOTSMAN ICE MACHINES
Queen Products Division, King-Seeley Corporation
167 Front Street, Albert Lea, Minnesota
EXPORT OFFICE: 15 William St., New York, New York

Novel Dish for Party Luncheons

PARTY luncheons call for entrees with imagination. A timely choice for the fall and winter season are Chicken or Turkey Rice Pompoms, served with a hot cream gravy and garnish of toasted walnuts.

The "Pompoms" have a base of fluffy cooked rice which extends the flavor of more expensive ingredients. Beaten eggs are used as the binder for lightness, while chopped walnuts, diced celery, and minced onion give these individual balls an unusually good texture and flavor.

Because the balls can be made ahead of time and refrigerated, their preparation can be scheduled whenever convenient. They are ideal for

freezing, so that quantities can be prepared at one time for the regular luncheon menu and for special events as well. After freezing, they should be brought to room temperature before baking.

Rice, in itself a low cost food, lends itself to a wide variety of glamorous dishes that can be used advantageously on the club menu. Creole dishes, beef or lamb kabobs with rice, pilafs with seafood, meat, or poultry, and Cantonese dishes are among the many rice items riding a popular trend.

Chicken or Turkey Rice Pompoms

50 servings, 1 pompom each (No. 8 scoop)



Ingredients	Quantity
Rice, cooked	3 quarts
Celery, diced	3 cups
Flour	6 tablespoons
Walnuts, chopped	3 cups
Onions, minced	1/2 cup
Salt	2 teaspoons
Poultry seasoning	2 teaspoons
Pepper	1/2 teaspoon
Chicken or turkey, cooked, diced	2 quarts
Butter or margarine, melted	2 cups
Eggs, beaten	8
Bread crumbs, finely crushed	6 cups
Garnish	
Walnuts, coarsely chopped	1 cup
Butter	1 tablespoon

First choice of coaches

Coast to Coast!

"ALL-AMERICAN"

ATHLETIC LOCKERS!



FULLY VENTILATED . . . heavy diamond mesh on three sides for maximum air circulation . . . speeds up drying time . . . eliminates offensive locker room odors, and the need for separate drying room.

RIGID CONSTRUCTION . . . heavy gauge steel, electrically welded seams and joints . . . outlasts other lockers three to one!

THREE POINT LOCKING DEVICE . . . exclusive with "All-American" Lockers . . . provides greater strength . . . eliminates theft problems.

BAKED ENAMEL FINISH . . . any color to match customer's color sample and specifications supplied with order.

Write for Free Catalog and Complete Information!

De Bourgh Manufacturing Company

Dept. C.M., 2924 27th Ave. So., Minneapolis, Minn.

I'd like to know more about "All-American" Athletic Lockers

Name _____
Address _____
City _____ State _____

Lewiston, Maine
"All-American" full length lockers line the locker room walls of Bates College.



Birmingham, Michigan
"All-American" full length lockers are installed back to back in Birmingham Public High School.



Moorhead, Minnesota
Combinations of full length and half length "All-American" Lockers used in the Moorhead State Teachers College.



Kingsbury, California
Full length "All-American" Seniors recently installed in the locker room of Kingsbury High School.



Method

1. Heat oven to 425 degrees. Combine rice, celery, flour, nuts, onions, salt, seasonings and chicken or turkey. Add melted butter and beaten eggs to moisten. Chill. Shape into balls using No. 8 scoop. Roll in fine bread crumbs. Place in greased shallow baking pan. Bake about 30 minutes, or until crisp.

2. Garnish: Before serving place nuts in shallow pan, dot with butter, and toast in oven, stirring once.

3. Serve chicken or turkey balls with sauce made of cream of chicken soup or hot turkey gravy. Garnish with toasted nuts.

Promotion Announced



C. R. Ballard

The promotion of C. R. "Bud" Ballard to assistant merchandising manager, southern sales region, has been announced by Rodman W. Moorhead, Jr., vice president and executive director of advertising and promotion, Brown-Forman Distillers Corp., Louisville.

Mr. Ballard, a native of Louisville, joined the company in 1954 and has served as media assistant in the advertising department since February, 1957. Named to replace him is John L. Smart, who has been with Brown-Forman since 1957.

In his new position, Mr. Ballard will be responsible for promotional activities for Old Forester bourbon, Early Times Kentucky bourbon and the company's other quality brands, in the seven-state southern sales region.

Service Cart



A new food service cart, introduced by Wear-Ever Aluminum, provides rugged strength without extra weight. The cart has a heavy duty capacity yet weighs only 14 pounds.

Gleaming Texturite finish, permanently bright, requires no additional cleaning care and scratching will not

mar its beauty. Shelves are sized to handle standard size dish boxes. Overall height is 31½ inches; shelf size is 15½ inches by 24½ inches.

For more information write Dept. CM, Food Service Equip. Div., Wear-Ever Aluminum, New Kensington, Pa.

Restaurant Sweepstakes

Kraft Foods once again announced, with a display of 50,000 real silver dollars at the National Restaurant Show in Chicago, plans to sponsor

the Kraft \$50,000 Restaurant Sweepstakes. The 1959 Sweepstakes will begin July 15 and continue through August 31.

Names Designers

John Sexton & Co., Chicago, world's largest institutional purveyor of foods, has appointed Nugent-Graham Studios as designers for packaging and labels, according to Justin J. Burke, chairman of Sexton's label and design committee.



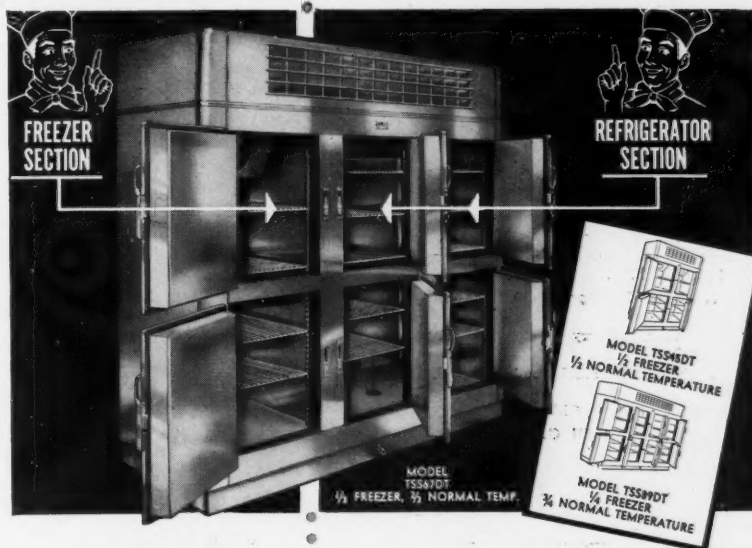
New 2-way convenience
that means faster, more
efficient food service

TOP-MOUNTED SELF CONTAINED

HERRICK

DUAL-TEMPERATURE REFRIGERATORS

In Lifetime Stainless Steel



HERRICK

BACKED BY MORE THAN 67 YEARS OF REFRIGERATION EXPERIENCE. ASK ABOUT THE COMPLETE HERRICK LINE OF REFRIGERATORS, FREEZERS AND WALK-IN COOLERS.

*The Aristocrat
of Refrigerators*

The combination of normal cold and freezing temperatures in one compact Herrick cabinet provides faster food selection for the chef... more efficient food handling for other kitchen personnel. Gleaming stainless steel, inside and out, assures the ultimate in sanitation and cleaning ease. Edge-mounted chrome-plated brass hardware provides long, trouble-free service. Herrick Dual-Temperature refrigerators are also available for remote installation, and as Pass-Thru models.



HERRICK REFRIGERATOR COMPANY • WATERLOO, IOWA

WRITE DEPT. C FOR NAME OF NEAREST HERRICK SUPPLIER



Bulletin of the CLUB MANAGERS ASSOCIATION OF AMERICA

Officers

President

DANIEL M. LAYMAN, Union League of Philadelphia.

Vice President

KENNETH MEISNEST, Washington Athletic Club, Seattle.

Secretary-Treasurer

JOHN T. BRENNAN, Birmingham Country Club, Birmingham, Mich.

Executive Secretary

EDWARD LYON, 1028 Connecticut Ave., N. W., Washington 6, D. C.

Directors

JOHN BENNETT, Commercial Club, San Francisco.

ROYCE CHANEY, Northwood Club, Dallas.

RICHARD E. DALEY, Army Navy Country Club, Arlington, Va.

JOHN J. DEVERS, Tam O'Shanter Country Club, Orchard Lake, Mich.

CHARLES E. ERRINGTON, The Beach Club, Santa Monica, Calif.

ROBERT GUYNN, Decatur Club, Decatur, Ill.

FREDERIC H. HOLLISTER, Scarsdale Golf Club, Hartsdale, N. Y.

JOHN OUTLAND, Dallas Country Club.

E. A. VETTER, Portage Country Club, Akron, Ohio.

Regional Directors

Robert Bernnard, Tacoma C. & G.C., Wash.

Malcolm Butterfield, Edgewood C.C., Charleston, W. Va.

Walter Clist, Jr., Coronado Club, Houston.

Joseph D. Coyte, Com. Off. Mess, USNS, Pearl Harbor, T. H.

James C. Diamond, Ridgewood C.C., Danbury, Conn.

Horace Duncan, Cherry Hills C.C., Englewood, Colo.

Paul C. Frederick, Knollwood Club, Lake Forest, Ill.

Jan Grader, Tulsa Club, Okla.

Berry Haug, Indian Hill G. & C.C., Kansas City, Mo.

Charles Haynes, Whitmarsh Valley C.C., Philadelphia.

William J. Hodges, Paradise Valley C.C., Scottsdale, Ariz.

Kenneth Kowalsky, Woodhill C.C., Wayzata, Minn.

Frank Macioge, Kalamazoo C.C., Mich.

Earl Manly, Rochester Liederkranz Club, N. Y.

John J. Marckstein, Ridgeway C.C., Memphis.

John L. Martin, Berkeley Elks Club, Calif.

Arno C. Meyer, Hillwood C.C., Nashville, Tenn.

Christopher Murphy, Algonquin G.C., St. Louis.

Frank Owens, Royal Canadian Y.C., Toronto, Can.

Robert Roper, C.C. of Virginia, Richmond.

Lee M. Seeger, Brentwood C.C., Los Angeles.

George Snell, Ambassador A.C., Salt Lake City.

John C. Tims, Hyde Park G. & C.C., Cincinnati.

Charles Wallace, Harvard Club, Boston.

Robert Yoxall, C.C. of Coral Gables, Fla.

VOL. XV

JULY, 1959

No. 4

To All Club Managers:

All of you who read the CMAA Newsletters and CLUB MANAGEMENT magazine must be aware of the tremendous forward strides made in behalf of managers and clubs by CMAA during the past few years. President Layman is continuing, if not possibly outdoing, the efforts of his predecessors and the executive secretary and his staff are surely proving their worth to our organization. The time and effort put forth by these offices would indeed surprise most of us. The need for additional office space and the heavy increase in individual pieces of mail leaving our national office are a direct reflection of the growing interest in our association and the demands on its services.

The majority of CMAA members have looked forward to these achievements and now fully realize the value of the association to themselves and their clubs. Conversely those club managers who are not members cannot be aware of the benefits of membership in CMAA to themselves and to the clubs they represent. Any club manager regardless of his location or the distance he may be away from others will find the association worth-while. Our office in Washington, D. C., has a very informative brochure on CMAA and the scope of its activities. It is well worth writing for.

Now is an appropriate time for members to encourage those fellow club managers who are not members to apply for membership. The half rate of dues for the remainder of the year, slight inducement though it may be, may be just the spark necessary. Your interest in him and his club together with your own pride of membership and the satisfaction derived from a worth-while effort should do the trick. Let us all step forth in keeping with the object of CMAA, to promote and advance friendly relations among persons connected with the management of clubs.

JOHN BENNETT
Membership Committee

Short Course Speakers Announced

AN outstanding array of experts in the food service field have been selected as speakers for the Cornell University week-long course in club management this summer as well as the two-day circuit short courses in six cities.

Heading the circuit speakers list is Professor Matthew Bernatsky, head of the hotel and restaurant school at Denver University, who will speak on "Trouble-Shooting Your Food and Beverage Operations."

Others include Travis Elliott of the National Restaurant Association whose title will be "The Mechanics and the Dynamics of Management"; Mickey Houston, food consultant of Chicago, who will talk on "Earning Full Value in Buying Poultry, Fruits and Vegetables"; Leonard Taylor of Benco Company, who will speak on

"A Harvest of Ideas for Fun at Your Club"; and Dr. Lendal Kotschevar whose subject is "Establishing Sensible Cost Units for Cost Control."

Line-up for the circuit short courses is as follows: August 17 and 18, Northwestern University, Chicago, Messrs. Elliott, Houston and Taylor; August 20 and 21, University of Denver, Messrs. Elliott, Bernatsky and Taylor; August 24 and 25, University of Washington, Seattle, Messrs. Elliott, Kotschevar and Taylor; August 27 and 28, San Diego University, Messrs. Elliott, Kotschevar and Taylor; September 10 and 11, University of Pennsylvania, Philadelphia, Messrs. Elliott, Bernatsky and Taylor; and September 14 and 15, Michigan State University, Lansing, Messrs. Elliott, Houston and Taylor.

The Cornell University course



*"No! No! The script calls for
'The Best In The House'!"*

(Ah, what Shakespeare could have written about Canadian Club!)

CANADIAN CLUB IS 6 YEARS OLD, 90.4 PROOF. IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS, INC., DETROIT, MICHIGAN. BLENDED CANADIAN WHISKY.

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959



ALWAYS THE FAVORITE...ALWAYS THE FINEST

**PREMIUM
SALTINE
CRACKERS***

with
NEW GOLDEN GLOW

Place an individual packet of Premium Saltines* with new Golden Glow next to soups, salads or beverages and watch it disappear. The secret? It's Premium's wonderful taste, improved flavor, consistent freshness and crispness. Order some today.

**Premium Snow Flake Saltine Crackers in the Pacific States*



DANDY OYSTER CRACKERS



NABISCO COOKIE TREATS

THE BEST FOODS DESERVE THE FINEST CRACKERS



TRISCUIT WAFERS



RITZ CRACKERS AND WAVERLY WAFERS

And you can be sure of top quality everytime when you order NABISCO Individuals. TRISCUIT WAFERS, DANDY OYSTER CRACKERS, WAVERLY WAFERS, RITZ CRACKERS and COOKIE TREATS are all tastier, fresher and snapping crisp thanks to moistureproof cellophane packets. Serve them to complement *your* meals. 246 distributing branches assure you of prompt and frequent delivery.

SEND FOR FREE BOOKLET AND SAMPLES

National Biscuit Co., Dept. 11
425 Park Avenue, New York 22, N. Y.

Name _____ Title _____

Organization _____

Address _____

City _____ Zone _____ State _____ ®

CMAA Chapter News Section

which runs from August 3 through 7, will feature all of the above speakers plus Professor Robert A. Beck, "Analysis of Financial Statements"; Professor Harlan Perrins, "The Development and Communications of Wage Payment Systems"; Dean C. Stewart Shepard, "The Economic Picture as Related to Clubs Through 1970"; Professor Harrison Trice, "Alcohol and Alcoholism: Some Myths and Facts"; Henry Langknecht, "The Seattle Club Food Operation Package"; and Hanley Staley, "Outdoor Recreation Ideas and Equipment."

News of the Chapters—

City of New York

Reported by H. Alton Owen, Jr.,
Secretary

The last meeting was held at the Whitehall Club on May 11.

President Engelhardt read a letter from Robert S. Cline, assistant dean at the University of Florida, expressing appreciation for the scholarship and enclosing the program of the university's honors convocation.

President Engelhardt then read a letter from C. Maynard McAllister of New Jersey, which enclosed a check for \$250 representing the City Chapter's share of advertising for the Houston Conference.

Round-Table Discussion: President Engelhardt stated that his club seems to be going through a period of business decline. Several other managers agreed, while two reported increases.

Mr. Owen stated a list of suggestions from the public relations committee of CMAA would be included in the minutes. All managers are urged to put as many of these into practice as possible.

A discussion of pensions for non-union employees ensued. Some have no pensions; others take from four to ten per cent out of earnings. Some invest the money, others don't. Four clubs are at present negotiating new union contracts, and a fifth contract is about to terminate.

Metropolitan

The Metropolitan Club Managers' Tournament held May 11 at Wykagyl Country Club was a tremendous success. Some 153 "hackers" turned out for golf and 206 stayed for the splendid dinner. Pat Chambers won the club managers' low gross in spite of the fact that Les White, manager of Wykagyl, did his utmost to make the course as hard as if we were playing the U. S. Open. Other re-

sults are as follows: 2nd low gross, Pete D'Angelo, Hampshire Country Club; 3rd low, John Riccio, Saxon Woods.

Low net, Bill Corcoran, Whipoorwill Club; 2nd low net, Grant Ruse, Riverside Yacht Club.

In the triangle team matches, the Metropolitan Club Managers' team defeated the Partridge and Invitation Clubs.

Mid-America

Reported by Harriette Woods,
Secretary

On April 29, the Mid-America Chapter had a most unusual meeting at the Kansas City Country Club with Miss Dorothea Buschmann, manager, and her assistant, Harriette Woods, as hostesses for the evening. The setting was in the new swim lodge which was built and opened last year. It is an all enclosed structure with sliding glass panels from floor to ceiling. It is delightfully furnished with wrought iron furniture and has its own fully equipped kitchen. The cost of the building with its furnishings is said to be about \$90,000.

Upon arriving the chapter members were greeted by Dr. Rex Diveley, the club's chairman of the house committee and Mr. Francis W. Bartlett, Jr., the club's president. Dr. Diveley served his famous Round Hill Punch. Small charcoal grills about the room held skewered hors d'oeuvres.

The dinner which followed was climaxed when a large birthday cake was wheeled in all aglow with sparklers. It was then announced that Miss Buschmann was celebrating her 13th year as manager of the Kansas City Country

Club. The cake was presented by Dr. Diveley and he and Mr. Bartlett remarked upon how much the club had appreciated her efforts to make the club enjoyable to all the members since she has been there.

After a short business meeting, the chapter surprised Edwin T. Driscoll, retiring chapter president, with a present in appreciation for his work in the past year. The barbecue grill with all the accessories was planned to get him out in the open on his days off and to get Mrs. Driscoll out of her kitchen.

Pittsburgh

Reported by Lynn Bauter,
Publicity

The May meeting of the Pittsburgh Chapter was held at the Mt. Lebanon Golf Club with Mr. and Mrs. Frederick Edick as hosts.

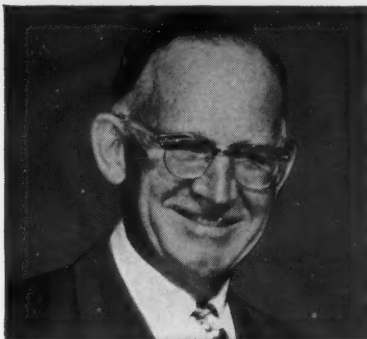
Golf was enjoyed in the afternoon with "Ole Sad" Floyd Spate again taking the laurels after his usual begging on the 1st Tee. Refreshments were served prior to a delicious filet mignon dinner.

John Salsnik, president of the West Pennsylvania Golf Association, then spoke on the functions of his group relative to cooperation with the registered clubs in the area. His talk then moved to his views of the functions of club managers, their trials, etc. Mr. Salsnik then viewed his ideas concerning the house committee's functions and how club managers could more easily cooperate with that committee. Mr. Salsnik was a charter member of the Pittsburgh Chapter and enjoyed meeting again with members of that group who are still active. He is

MID-AMERICA: Edwin T. Driscoll with Mrs. Driscoll accepts his gift of appreciation as retiring president of the chapter.



CLUB MANAGEMENT: JULY, 1959



Clarence W. Taylor, Vice President in Charge of Production at the Taylor Winery, answers a question often asked by visitors:

“Why does this Progressive Winery Riddle Each Bottle of Taylor NEW YORK STATE Champagne?”



“Riddling,” says Mr. Taylor, “is a laborious hand process of working the sediment formed by fermentation into the neck of the bottle, for later disgorging. Each bottle is placed neck down into a riddling rack, then, day after day, week after week, skilled hands give it a gentle lift and turn. Slowly but inevitably all the sediment settles into the neck of the bottle, from which it can then be removed in a frozen plug.

“Yes, sediment *could* be quickly removed by filtering in bulk, as it is in many brands of champagnes, but we believe our slow and costly process pays off in the lively sparkle and delightful taste people look for in our Taylor New York State Champagne.”

THE
TAYLOR WINE COMPANY,
INC.

VINEYARDS AND WINERY,
HAMMONDSPORT, NEW YORK

Too little-**?** too late
too much-**?** too soon



Solve that
ice problem
once and for all

with

Tube-Ice.*



Hotels, restaurants, clubs, hospitals and other institutions no longer have to depend on guesswork or "lucky hunches" when trying to estimate their daily ice needs. That problem is eliminated once and for all with the installation of the Vogt Automatic Tube-Ice Machine which provides "Ice-on-tap" . . . to be drawn on as needed . . . from a never ending source. Complete details on Vogt Tube-Ice Machines, now available in sizes ranging from 2,000 pounds per day up to any capacity, will be sent on request. Write for descriptive Bulletins. Dept. 24A-RTCM.

**Tube-Ice, produced by the Vogt Automatic Tube-Ice Machine is a clear, hard ice of superior quality. Either cylinder or crushed ice may be had at the flick of a switch!*

HENRY VOGT MACHINE CO. • LOUISVILLE, KY.

SALES OFFICES: New York, Camden, N.J., Chicago, Cleveland, St. Louis, Dallas, Charleston, W. Va., Cincinnati.

Vogt

Automatic TUBE-ICE MACHINE

CMAA Chapter News Section

now house chairman at the Edgewood Country Club.

It was announced the next meeting would be the annual formal party with members hosts to their presidents and vice presidents. This meeting was to be at Long Vue Club on June 22. July 26 and 27 will be the date for the third annual summer outing with the Philadelphia Chapter; this year the Central Pennsylvania Chapter also will be in attendance. This function will be at Bedford Springs.

Charles Viviano apprised the chapter of the latest happenings of the national convention. Publicity was the big concern and that phase will start very soon. See you in Pittsburgh in '60.

Central Pennsylvania

Reported by T. F. Chiffriller, Jr.,
Publicity

The Central Pennsylvania Chapter met June 8 at the Country Club of York, with Paul Donnelly as host.

The day started out with luncheon at noon, followed by golf. We had cocktails at 6:30 p.m. and then a buffet dinner featuring delicious prime ribs of beef. After dinner, Conrad Medina introduced our speaker for the evening, Dr. S. Earl Thompson, head of the hotel school at Penn State. The meeting was then concluded with the presentation of the golf prizes by Julian Marberg.

Preceding dinner we had a board meeting. At the meeting, we accepted William Langer, Iris Club of Lancaster, Pa., as a new member.

Dr. Thompson gave a very relaxing little talk after dinner. He mentioned ten of the most important attributes of a good club manager. They were: 1) know your business; 2) avoid strong personal ties with any of your members; 3) be courteous and friendly with everyone, employees as well as members; 4) exercise perspective in the things you do; 5) establish fair prices and still give a member his money's worth; 6) if a choice must be made between reducing portion size or increasing price, increase the price, because people will pay for quality; 7) encourage development of strong leadership among your membership; 8) be charitable in all you do; 9) sometimes a short memory can be an asset; 10) do not take yourself too seriously.

Chicago District

Reported by Agnes C. Toner,
Publicity

Club managers and their wives and husbands spent a delightful evening at the Illinois Athletic Club on May 18. J. T. Bristol, host, ably demonstrated his friendly hospitality, and provided fine food and surroundings.

The speaker of the evening was the nationally known Dr. Carl S. Winters, who gave his audience inspiration, knowledge and humor. The subject was "Your Human Relations Are Showing."

A business meeting was held following the speech, while the Ladies Auxiliary retired to another room to discuss plans for their activities.

Southern California

Reported by Henri C. Tubach,
Secretary

On May 26 we met at the scenic Bel-Air Country Club, high above the UCLA campus, where the golf balls ricochet off the canyon sides. Irvin Kingsley was a most genial host. Chef Karl Huggel presented an outstanding menu, and Maitre d' Tony Aubert rendered expert service.

Our own president, Emil Lepp, as speaker of the evening, let us in on all of his secrets regarding the Continental Nights held monthly at the Hillcrest Country Club, and was loudly applauded.

For the educational program, the trend in our chapter is to have one of the managers speak, whenever possible. Last month, Ray Hanes, the pro at Riverside Club, gave an interesting talk on relations between pros, greens superintendents and managers. The month before, at the Los Angeles Country Club, Howard Montgomery gave a diligently planned and concise résumé of the Houston conference, which was well received.

San Diego

Reported by Gordon High,
Manager

The annual election of officers of the San Diego Chapter of the Club Managers Association was held this May 13, and the following managers were elected: John Palermo, Kona Kai Club, president; Frank B. O'Connell, San Diego Club, vice president; Thomas Atkins, El Camino Real Country Club, secretary-treasurer.

The board of directors for the San Diego Chapter includes the above named officers and Gordon High, La Jolla Country Club, past president of the chapter.

Mile High

Reported by Finn V. Petersen,
Secretary

The regular May meeting of the Mile High Chapter took place at the Denver Club on May 18, with Bud Case host. After a courtesy tour of the club, social hour and delightful dinner, the president opened the meeting with a special welcome to Clayton Pruner who was attending for the first time as a member of the chapter.

In connection with the secretary's re-

The
**WORCESTERSHIRE
LABEL**

that marks a
fine table



Your quality-minded patrons expect it...they recognize a first-rate restaurant by many important little signs...and Worcestershire Sauce by Lea & Perrins has been one of them for over a century. It is the original Worcestershire and to this day the standard of excellence. Insist on Lea & Perrins...your customers do.

IMPROVED
TOP
gives a flow
or a drop



SEND FOR FREE
QUANTITY RECIPES

Write Lea & Perrins, Inc.
241 West St., New York 13, N. Y.

LEA & PERRINS
The Original
WORCESTERSHIRE

CMAA Chapter News Section

port, a schedule was worked out for the summer months, as follows: Third Monday in June, lunch and golf at Cherry Hills Country Club, Horace Duncan, host; dinner and meeting at University Club, Arch Dillman, host. Third Monday in July, golf, dinner and meeting at Rolling Hills Country Club, Sam Dunham, host. Third Monday in August, lunch at El Paso Club in Colorado Springs, George Cahill, host; golf, dinner and meeting at Pueblo Country Club, George Sperlak, host; the ladies are invited to this affair. The third Monday in September, a tour of the Air Force Academy, lunch at Cheyenne Mountain Country Club, Paul Rubben, host; dinner and meeting at Garden of the Gods Club, Eugene Marshall, host. The third Monday in October, the annual affair for club presidents and chairmen of the house committees at the Columbine Country Club, Charles Bishop, host.

Bud Hall and Gary Stay reported as follows on the summer workshop which will be held August 20 and 21: The general meeting site will be at the Denver University Hotel, 2030 East Evans, with registration in the lounge of the hotel. Advance enrollments and hotel reservations should be mailed to Laurice T. Hall. Housing will be available at the Denver University Hotel or at the Cosmopolitan Hotel. Wives can be accommodated at either hotel.

The president reported that a check for \$300 has been handed to the Denver University Hotel and Restaurant School for this year's scholarship.

The president reported that the question of a bingo license discussed at the April meeting had been further discussed at a board of directors meeting and had been voted down. A letter to that effect has been written to Eddie Ott at the Aviation Country Club. Ethics of club managers were discussed to a great extent.

Delta Chapter

Reported by Sam W. Keath,
Secretary

The largest attendance in recent years attended the quarterly meeting of the Delta Chapter held recently in Memphis, Tenn. Officers elected for the coming year included: Jack Marckstein, President, Ridgeway Country Club, Memphis Tenn.; Tom Kelly, Vice President, Hardscrabble Country Club, Ft. Smith, Ark.; Sam Keath, Secretary-Treasurer, Colonial Country Club, Memphis, Tenn. Board Members: Nick Stathakis, Westridge Country Club, Little Rock, Ark.; Jerry Lofton, Country Club of Jackson, Jackson, Miss.; Tony Speechley, Memphis Country Club, Memphis, Tenn.; Tom Hughes, Country Club of Little Rock, Little Rock, Ark.

Sunday night activities were held at

the Ridgeway Country Club with the full program for Monday at the Colonial Country Club. Highlight of the cocktail-dinner dance was a speech by Tony Speechley, manager of the Memphis Country Club who spoke on "The Problems of Building a New Club House."

Pelican State

Reported by Marsada Burdett,
Secretary

A meeting of the Pelican State Chapter was held in Lake Charles, La., on May 17 and 18. Jorgen Andersen, Pioneer Club, and George Smith, Lake Charles Golf and Country Club, were hosts.

Present were 14 members and their wives. The group met at the Pioneer Club Sunday evening for a fellowship hour and dinner. Following an excellent meal, dancing was enjoyed by all.

Following registration at the Pioneer Club on Monday, coffee with Danish Winerbrod, personally prepared by Jorgen Andersen, was served. At the chapter's business meeting applications for membership for Jack Hunter, Palmetto Country Club, Benton, La., and Alton Bonia, Iberia (La.) Golf and Country Club, New Iberia, were approved. President Cates appointed a nominating committee composed of Charles Brandt, chairman, Robert Atkins and Walter Verlander to slate nominees for election to the board. Jorgen Andersen was given approval to translate the Danish book on "Training Waiters" and distribute copies to the chapter members for their assistance in training personnel.

Our round-table discussion covered comparisons on employees' meals, labor, salaries and club prices.

PELICAN STATE: At a recent meeting were, seated, left to right: Harry Duke, Sherwood Forest Country Club, Baton Rouge; Walter Verlander, New Orleans Athletic Club; Shelby Meek, Bayou DeSiard Country Club, Monroe; Marsada Burdett, Petroleum Club of Shreveport; Jules Cates, East Ridge Country Club, Shreveport; and Albert Patterson, Bay St. Louis, Miss. Standing, from the left: Allen Woodrow, Pioneer Club, Lake Charles; George Smith, Lake Charles Golf and Country Club; Charles Brandt, Baton Rouge Country Club; Eddie Ingouf, Shreveport Country Club; Robert Atkins, Shreveport Country Club; Albert Rubben, Shreveport Club; Jorgen Andersen, Pioneer Club, Lake Charles; and Anthony Brewton, Metairie Country Club, New Orleans.



Monday afternoon the group was treated to a two-hour boat trip and refreshments by Dr. Maurice Kushner. Elmer Shutts, chief engineer of the Port of Lake Charles, pointed out all points of interest along the channel. After this enjoyable and interesting trip, we docked at the Lake Charles Golf and Country Club where we were guests of Mr. and Mrs. George Smith. Following lunch, G. William Swift, past president of the Country Club, addressed the group on "A Board Member's Ideas on Managing a Club."

The chapter accepted Walter Verlander's and Tony Brewton's invitation to hold the September meeting in New Orleans.

West Virginia

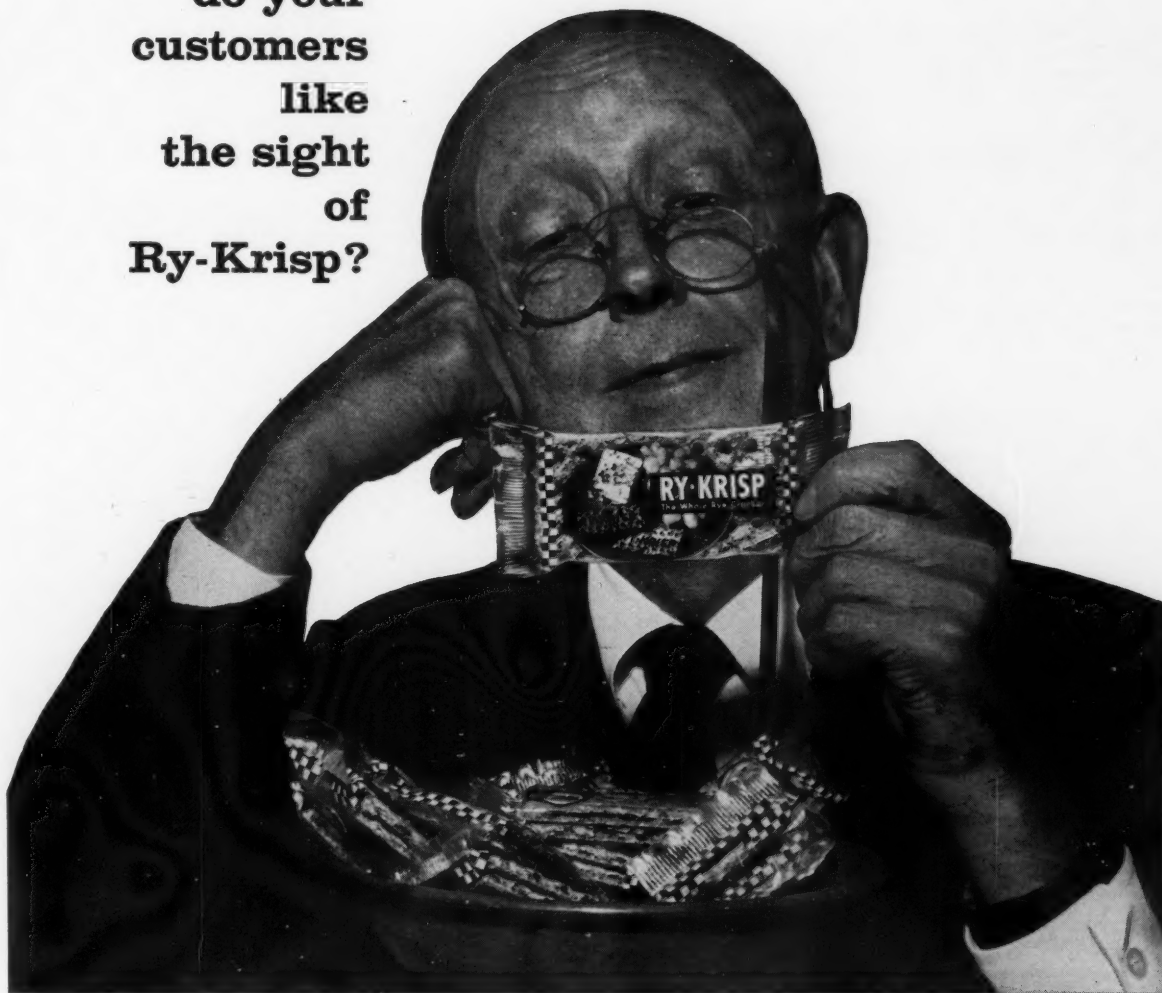
Reported by Jack Bayard

The spring meeting of the West Virginia Chapter was held at the Parkersburg Country Club on May 11. The meeting program was not only educational, but also festive, according to reports from managers in attendance.

One thing that greatly assisted in making the meeting more pleasant and enjoyable for the managers was the cooperation of many suppliers and purveyors in our area. Several of the representatives had small displays in the clubhouse ballroom, and had an opportunity to meet gentlemen that oftentimes are much too busy at their home club to look at new items, or unusual ideas that are novel.

At the luncheon there were guest speakers, all with a message for managers. The president of the Parkersburg Country Club, Thomas W. Bayley, Jr., discussed the ramifications of board

why
do your
customers
like
the sight
of
Ry-Krisp?



1. Ry-Krisp in your bread basket immediately tells your customer he's come to a good place. It's a sign you concentrate on the things that count with customers.
2. One out of every four of your customers is watching his weight. And dieting diners appreciate Ry-Krisp because they know a double Ry-Krisp cracker contains only 20 calories.
3. Your customers are looking for Ry-Krisp. We're selling them on it every day through the most provocative advertising campaign Ry-Krisp has ever had.

Every restaurant can afford Ry-Krisp. Cost is comparable to regular wrapped soda crackers. Individual Cellophane Packets seal in crispness, make Ry-Krisp convenient, eliminate waste and save money.

Order Ry-Krisp Individuals 180s or handy Caddies from your favorite wholesale supplier.



Ralston Purina Company, Institutional Department, Checkerboard Square, St. Louis 2, Missouri

CMAA Chapter News Section

responsibilities, and how important good management is to the country club directors. Senator Joseph Handlan gave an interesting version of how club managers can and do assist in building the future of the state.

One of the most interesting speakers at the meeting was the auditor of the Parkersburg Country Club, and a Certified Public Accountant, Dean Gramlich. He brought out a great many borderline matters that are ruled by the tax authorities, and cited instances where there is a difference between a ruling and a court decision.

Following the luncheon meeting the managers returned to the Parkersburg Country Club for a round-table discussion on employe relations. Answering questions for the managers were T. D. Armstrong, office manager of the state unemployment office, and Charles E. Flaherty, deputy commissioner of West Virginia Employment Commission. The sponsors' representatives were Joe Chick, Edw. Don Co.; Lou Harris, O. Ames Co.; E. M. Nelson, John Sexton Company; Robert Storck, Storck Bakeries; Nagel Miller, Coca-Cola Co.; and Ed Schaffer, George S. Daugherty Co.

During the business session of the meeting Mr. Butterfield led a discussion on swimming pool operation, and conducted a question program that enabled all present to compare their swimming pool operations with other clubs in the state.

EXCLUSIVE GROUP INSURANCE for

CMAA MEMBERS

MAXIMUM BENEFITS at

MINIMUM GROUP PREMIUMS

- DISABILITY INCOME—Up to \$400.00 Per Month
- ADDITIONAL—\$300.00 Per Month While in Hospital
- \$10,000.00 Expenses for Dread Disease Treatment
- Up to \$200,000.00 Accidental Death Benefit
- Up to \$100,000.00 Loss of Eye Sight Benefit
- Up to \$100,000.00 Loss of Limb Benefit

REMEMBER . . .

It is better to have protection and not need it, than to need protection and not have it.

Please forward up-to-date information on CMAA Group Insurance.

CMAA Group Insurance Administrators
Joseph K. Dennis Company, Inc.

Suite 1027, Insurance Exchange Bldg.
175 W. Jackson Blvd. Chicago 4, Ill.

NAME
ADDRESS
CITY STATE

Ohio Valley

Reported by C. E. Menges,
Secretary

Indianapolis entertained the Ohio Valley Chapter for its spring meeting May 17-18 and while the weatherman had promised there would be no blizzard (as in past Indianapolis meetings in January) it was cool and there were scattered drops of rain. However, the enthusiasm of the many members and wives attending was not in the least dampened.

On Sunday afternoon, through the courtesy of the Indianapolis Motor Speedway, members were treated to a tour of the Speedway Museum, the tower and the garage area where they were privileged to get a close view of the race cars and talk to the mechanics and drivers, plus watching the cars go round the track. Dick Campbell was host at the Indianapolis Athletic Club for a delicious buffet Sunday evening.

On Monday morning a Coffee "Klatch" and the business meeting was held at the Broadmoor Country Club. The meeting closed with a Pinkerton Internal Security film and commentary followed by a question and answer period. The ladies then joined the men at a tasty lunch, with Tom Slaughter the host.

The golfers moved over to Francis Matthews' Meridian Hills Country Club to vie for the Olin-Mills trophy, the annual May prize. With Cal Sizer not present to defend his laurels, Mo Corya of Highland Country Club, Indianapolis, carried off the trophy.

Bob Wilson at the Columbia Club provided the Monday night party with a wonderful steak dinner which was followed by dancing in the Cascade Room.

The August meeting of the Chapter will be held in Owensboro, Ky., and Evansville, Ind.

Badger State

Reported by Richard A. Henry,
Secretary

The Badger State Chapter met at Tripoli Golf Club, Milwaukee, on May 18. Mr. and Mrs. Robert Butler were host and hostess.

President Backus presented past-president Ray Wagman with a pen desk set, engraved "Mr. Ray Wagman, President, 1956-1958, Badger State Chapter CMAA" as a small token of a very fine job for the Badger State Chapter in the past two years.

A motion was passed to strive for a tri-state meeting, possibly in November at Madison, Wis., comprising Chicago District, Upper Mid-West, and Badger State Chapters. If arrangements could be made with the other chapters it would be a two-day affair, with dinner Sunday

evening at the Madison Club, Mr. McGlinch, manager; meeting, Monday morning and lunch at Nakoma Country Club, Mr. Shugart, manager; Monday evening cocktails and dinner at the Maple Bluff Country Club, Mr. Perry, manager. Invitations also will be sent to our national officers.

George Junas recommended that an attendance book be acquired and every member in attendance at our meeting be required to sign.

An interesting half-hour of round-table discussion received a great deal of attention by the members present. Discussions included taxes on meals, outside parties as against private parties, locker fees, and minimum spending. Official explanations of these problems are to be sent to all members of the Badger State Chapter.

Evergreen Chapter

Reported by J. F. McCarthy

The May meeting was held May 25 at the Cascade Club, Everett, Wash.

President Carl Sander expressed appreciation to Joe Weller for the golf arrangements at the Everett Golf and Country Club. He thanked Howard Bucklin for the enjoyable cocktail hour and excellent dinner at the Cascade Club.

Joe Bowen, general chairman of the workshop, reported in detail on plans formulated to date. The workshop will be held at the University of Washington Monday and Tuesday, August 24 and 25. Subcommittee chairmen have been appointed, and preliminary information will be mailed shortly to all members.

Floyd Buchanan reported on the minimum wage and hour law that goes into effect in the State of Washington on June 11. John McCarthy also discussed some of the problems involved. It was pointed out that interpretations of the law had not yet been issued by the Director of Labor and Industries, although expected in the very near future. Various articles are appearing in the newspapers and there is a definite possibility that the constitutionality of the law may be challenged. It was suggested that a committee be appointed to keep members advised of the latest developments.

Melvin Reimer, manager of the Fircrest Golf Club, Tacoma, Wash., was approved for membership.

President Sander reviewed the activities of the chapter during the past year. A standing vote of thanks was given President Sander for his work and leadership during his term as president. Motion of appreciation was also extended to President Sander for taking care of the advertising for the national magazine which netted \$225 to the chapter.

New officers are: Glen J. Durbin, pres-



HORNER'S Renowned Toffees

5 Designs Available
WINSTER
PARADISE
INDOOR GARDEN
FLAMINGO
PORCELAIN PLATES



These Horner Toffee Canisters

are packaged in England for your Club and each canister labeled on outside cellophane wrapping "Packed in England expressly for (Your club Name)". Here is a touch of exclusiveness in imported candies, custom packaged for you and your club members.

PARADISE 1 lb. canister red, gold & colored flowers design or
PLATES 1 lb. canister blue, gold & colored plates design

Indicate which package desired

\$12.00 a doz. Suggested retail price \$1.75 each
YOUR PROFIT (75% MARK UP) \$9.00 EACH DOZ.

Prices Include Direct Delivery
Order NOW for Prompt Shipment

Your order includes printed labels for your club

ADOLPH GOLDMARK & SONS, CORP. Importers of Fine Confections

-467 GREENWICH STREET, NEW YORK 13, NEW YORK

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959

These Exclusive IMPORTED TOFFEES in beautiful colorful canisters are bringing handsome profits to SMART CLUBS everywhere!

These delicious HORNER'S English Toffees, famous the world over, now packed in beautiful 1 lb. canisters exclusively for Club use. Smart clubs find these canisters have instant appeal to their members and are reordering them.

The gorgeous colorful canister itself speaks quality candy, also makes a delightful reusable container.

This SUPERB Assortment

of eight varieties of delicious Toffees and boiled sweets each attractively wrapped in transparent film and color overstrip.

Your club members who appreciate quality confection will go for these delectable sweets.

A year round seller.

CMAA Chapter News Section

ident; Robert W. Hollister, first vice president; H. G. (Bud) Goode, second vice president; Russ V. Hoppe, secretary-treasurer.

Trustees: Kenneth Meisnest, Carl Sander, Howard L. Bucklin, Eugene T. Manca, Joe E. Bowen, William H. Kirby.

Virginia

New officers of the Virginia Chapter are Harry E. Forsythe, Oak Hill Country Club, president; Dorothy Judd Bender, The Colony Club, Richmond, vice president; and George E. Leftwich, Jr., Downton Club of Richmond, secretary-treasurer.

Directors include all of the above and J. W. Presson, Hermitage Country Club, Richmond; Robert J. Roper, Country Club of Virginia, Richmond; and Richard R. Sanford, James River Country Club, Warwick.

Connecticut

Reported by Leon J. Sherman

The May meeting of the Connecticut Club Managers Association was held on May 19 at the Hartford Golf Club. Prior to the meeting a film on Cryovac was shown.

Roland Hunter, manager of the University Club, Hartford, was elected to membership.

George Fischer read a letter requesting a donation to the 4-chapter scholarship fund at the University of Florida. Fred Hollister, a director of the national CMAA, explained the purpose of this fund. A motion was made and seconded that we donate to the scholarship fund.

Grant Ruse reported on the progress being made on the proposed golf tournament this summer. He was authorized to go ahead with the necessary plans, subject to approval at the next meeting.

James Diamond reported that the regional meeting will be held on July 10 at Canoe Brook Country Club in New Jersey. The officers of the clubs are also invited to attend this event.

Joseph Tonetti stated that he has often been asked if the Connecticut chapter has a charter. This charter has been in Mr. Tonetti's possession since the inception of the Connecticut Chapter. At this time he presented the charter to George Fischer, who in turn handed it to Leon Sherman, secretary, to be kept by him.

Fred Hollister stated he had received a request from the U.S.G.A. for information regarding the specific duties of the chairman of the house committee at individual clubs. He requested that if the members had the duties of their respective house chairman clearly defined, that a copy be sent to him at Scarsdale Country Club.

Three Ideas to Spark Your Menus

FROM Lea and Perrins come these three recipes to add zest to the club menus. They are part of a packet of 24 tested menu ideas prepared by Ernest Meyer, well-known chef with 35 years experience. The complete set is available from Dept. CM, Lea and Perrins, 241 West St., New York 13.

Crab Meat Dewey (Serves 25)

Quantity	Ingredients
1½ lbs.	Mushrooms
½ lb.	Butter
3	Green Peppers
3 cans	Lump Crab Meat
1 pt.	Cream
3 qts.	Cream Sauce
6	Egg Yolks
4 oz.	Sherry Wine
2 oz.	Lea & Perrins
	Worcestershire Sauce
2 oz.	Pimientos

1. Wash fresh mushrooms in cold water, drain well and slice.
2. Heat butter in shallow saucepan, sauté mushrooms quickly until light brown. Add sliced green peppers and cook for one minute. Add lump crab meat which has been seasoned with salt and pepper. Cook for two min.; shake gently to keep crab meat from breaking up.
3. Moisten with cream, add cream sauce; bring to a boil. Simmer a few min. until sauce is the desired consistency.
4. Remove from fire; add egg yolks blended with sherry wine and Lea & Perrins Sauce. Taste for seasoning.
5. Serve in a casserole or chafing dish. Top the center with strips of pimiento and toast corners.

Chicken Liver Omelet (Serves 25)

Quantity	Ingredients
2 lbs. diced	Chicken Livers
1 tbsp.	Salt
1 tsp.	Pepper
½ lb.	Butter
4 oz.	Sherry Wine
1 pt.	Brown Gravy
1 oz.	Lea & Perrins
	Worcestershire Sauce
5 doz.	Eggs
½ cup	Parsley (chopped)

1. Dice chicken livers about ¾". Season with salt and pepper. Sauté quickly on an open fire in butter.
2. Moisten with sherry, brown gravy. Finish seasoning with a dash of Lea & Perrins Sauce.
3. Prepare a plain omelet, place on a platter and make an incision through the middle, lengthwise. Fill opening with serving spoonful of liver mixture. Surround omelet with a thin coating of brown sauce. Sprinkle the liver with chopped parsley.

Fillet of Sole Sauté Aux Fines Herbes (Serves 25)

Quantity	Ingredients
7 lbs.	Fillet of Sole
2 tbsp.	Salt
1 tsp.	Pepper
3 oz.	Lemon Juice
½ lb.	Flour
¾ lb.	Butter
2 oz.	Lemon juice
2 oz.	Lea & Perrins
	Worcestershire Sauce
1/3 cup	Parsley (chopped)
1/3 cup	Chervil
1/3 cup	Tarragon
¾ lb.	Butter
2 oz.	Paprika

1. Season fillets with salt and pepper, a few drops of lemon juice. Sprinkle with flour; pat fillets to remove loose flour.
2. Heat butter in skillet; fry the fish on one side. When golden brown, gently turn them over with palette knife (taking care not to break them). Brown on other side.
3. To serve: Place fish on a dish, sprinkle with lemon juice and Lea & Perrins Sauce. Powder with chopped parsley, chervil and tarragon leaves.
4. Heat a piece of butter in a skillet until it begins to brown slightly; pour immediately over the fish, sprinkle top with pinch of paprika.

Small Packaging

Stitzel-Weller Distillery recently made a significant innovation in small size packaging with their introduction of the Very Old Fitzgerald "pony bottle" (half-pint).

Very Old Fitzgerald is characterized by its drum shaped bottle which S-W reserves exclusively for its older bourbons. A replica of the larger size, the "pony" bottle is complete in every detail.

Each pony bottle is tissue-wrapped and placed in a specially designed box. An unusual feature of this package is the pony case which contains 12 pony bottles; four of these are packed in a large outer case. It is especially appropriate for club sale over the cigar or gift counters in states where this is possible.

Upgrading Courses

Three correspondence courses at the University of Wisconsin for power engineers, which are open to engineers in private clubs, hotels, etc., have been announced for the purpose of upgrading engineers who are responsible for utility services in plants and institutions. For complete information write National Association of Power Engineers, 176 W. Adams St., Chicago 3, Ill.



How do you make a pear and cottage cheese salad?

We guess there are probably several hundred ways. Forty-eight restaurant operators we know make a pear and cottage cheese salad very much like the one illustrated above . . . and it's a dandy too.

This much is certain . . . if you use canned Bartlett pears and good fresh cottage cheese, you just can't make a bad salad.

Regardless of exactly how you make Canned Pear and Cottage Cheese Salad you can have:

1. Portion control . . . the natural way.
2. Speed and ease of preparation.
3. Low food cost.
4. Satisfied patrons.

You Can Do More Good Things with Canned Pears Than Any Other Fruit

PACIFIC COAST CANNED PEAR SERVICE

REPRESENTING BARTLETT PEAR GROWERS
OF CALIFORNIA, OREGON, WASHINGTON

SEND COUPON FOR SPECIAL PEAR MATERIAL QUANTITY

- 1. New Paradise Reference File Card—many wonderful ways to serve Canned Pears.
- 2. Full color Cottage Cheese and Pear table tents.
- 3. Full color Cottage Cheese and Pear menu clip-ons.

NAME.....

ADDRESS.....

CITY.....STATE.....

MAILING ADDRESS: DEPT. R-7, 622 WEST YAKIMA AVENUE, YAKIMA, WASHINGTON

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959

Beef Is Popular Item at Tam O'Shanter



Executive Chef Emil D'Hooze carves meat in the kitchen for sandwich service and service in the three auxiliary dining rooms.

EVERYTHING is done in style at famous Tam O'Shanter Country Club, on the outskirts of Chicago. Food service matches the facilities indoors and out that lures top golfers to important events.

As is the case with most clubs beef is tops in popularity at Tam O'Shanter. From the time it is checked in until it is carved in the dining room from the fabulous wagon, beef gets the kind of care that one reads about but doesn't often see.

All primal cuts of beef are aged on the premises. Each piece is coded as to purveyor, date, size and purpose. Only choice and prime grades are used.

Members are invited to inspect the meat refrigerators at any time; the menu card always carries the invitation to "ask your waitress for a guided tour."

Prime ribs are aged three weeks and loins six weeks. George S. May, owner of the Tam O'Shanter, has preference for sirloin steaks aged somewhat longer and cut especially large. These cuts are on the menu at all times.

Sirloin strip steaks are cut to weigh 14 ounces, T-bone steaks 1½ pounds and the George S. May sirloin steak 1½ pounds.

With all the raw food being of such high quality it follows that cooking will be top-level, too. The Tam O'Shanter kitchen supervised by Executive Chef Emil D'Hooze represents the ultimate in spaciousness and modern equipment.

Seasoning rates close attention. Monosodium glutamate is used in meat, vegetable, soup and sauce cookery . . . with the flaky-crisp French fried onion rings getting an added shake at serving time. Barbeque sauce used for the outdoor barbeque is in a class by itself.

In the main dining room, roasts are carved and served from the beef wagon which is rolled alongside the guest's table. So popular has the service become, that the Tam O'Shanter now has three such wagons, each costing \$2500. (On Sundays, there are 200-800 guests with as many as 1500 on holiday evenings.)

Joseph Akai, general manager, sees to it that his staff makes a point of knowing exactly what their famous guests like. This personal attention rates high with guests who feel at home in spite of the size of the world renowned Tam O'Shanter.

Here is a beef recipe featured at Tam O'Shanter:

Texas Beef Casserole

Cut 1 pound tenderloin tips in ¼-inch slices. Fry in hot shortening until they begin to brown. Drain and set aside. Slice 6 mushrooms, 1 green pepper and 1 medium onion. Smother in butter with ½ teaspoon of whole black peppercorns. Cook until just tender but not soft. Combine with meat and add 1 pint of rich brown gravy, a jigger of red wine, a teaspoon of salt and a liberal shake of Accent for bringing out the taste. Bring to boiling point and serve in casseroles. This recipe will make three 8-10 ounce servings.

CLUB MANAGEMENT: JULY, 1959

Names in the News

Robert A. Uihlein, Sr., 76, vice president and secretary of the Jos. Schlitz Brewing Co. and member of one of the brewing industry's most prominent families, died May 13, following an illness of several months. A direct descendant of the founder of Schlitz, Mr. Uihlein devoted 51 years to the company. His brother, Erwin C. Uihlein, is president of Schlitz.

* * *

Joe Carroll has been appointed sales representative for the southern sales division of Shane Uniform Co. He will cover the states of Texas and Oklahoma. The firm also announced the appointments of **Ed Friedman** and **Jack Anderson** as sales representatives in the eastern area. Mr. Anderson will service Shane customers in Washington, D. C., and Maryland, while Mr. Friedman will work out of the New York office.

* * *

George H. Ebert has been named by James G. Hardy & Co., linen manufacturers, to represent them to the institutional field throughout New York State. He joins **A. George Rolandelli**, who has been covering the area. The firm also announced the appointment of **Richard A. Donaldson** as sales representative in the Texas area.

* * *

Walter M. Haimann has been named national marketing manager for Amstel Holland Beer, it was announced by Sydney B. White, president of the Amstel American Corp. Mr. Haimann formerly was marketing manager of the New York Post, and before that had an extensive background in the alcoholic beverage industry.

* * *

George Sicault is now associated with Duvernay Bakeries in the capacity of customer relations, it was announced by Russell E. Duvernay, president. Mr. Sicault is son of the late Charles Sicault, at one time head of L'Etoile Bakery, now a subsidiary of Duvernay.

* * *

Alec M. Turner, vice president of Owens-Illinois Glass Co., has been named to head a newly created corporate planning department. He has been general manager of the Libbey Glass Division since 1955. Succeeding



Recipes?

You'll Find

Them in

Club Management's

Recipe and Food Idea Booklet

Here, at last, is the booklet you've been waiting for. More than 100 recipes and food ideas from the best clubs in the United States.

Taken from the pages of CLUB MANAGEMENT, these recipes represent the best published in the past five years. Remember: These are recipes that have been tested in the finest clubs in the country—recipes that will delight your members.

Included in the 32-page booklet are the popular "Famous Recipes From Famous Clubs," special recipes for Lent, recipes from the best clubs in the country, and food ideas by leading U. S. and European culinary experts.

Just one new recipe or food idea that will please your members will more than repay your \$1 investment in this booklet. And there are many, many recipes and food ideas to choose from.

Price: Just \$1

Use This Handy Coupon Today!

CLUB MANAGEMENT
408 Olive Street
St. Louis 2, Mo.

Okay! I want "The Recipe and Food Booklet."

Here's \$1.00. Send it to me postpaid!

Name
Street
City Zone State

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959

● HORSE SENSE ABOUT ATHLETE'S FOOT



ONOX is used and approved by schools, clubs and over 70% of the largest industrial plants in the U.S.A.

Scientific research has upset old theories about Athlete's Foot. Skin specialists say that disinfectants are "futile, illogical, and potentially harmful."* They recommend *skin toughening* to make the skin resistant to fungus attack.

That's good horse sense.

● ŌNOX SKIN TOUGHENER PREVENTS ATHLETE'S FOOT

Onox mineral salts toughen the skin . . . increase resistance . . . prevents fungus growth. No fungus . . . no Athlete's Foot. Bathers like Onox. And it costs only 1¢ per man per week.

- **TRY ONOX 60 DAYS AT OUR RISK** If not completely satisfied, you owe us nothing. Write for full details and ask for:
- **FREE FOLDER:** Facts on Athlete's Foot including medical opinions from *Archives of Dermatology and Syphilology.

ŌNOX INC. Dept. D, 121 Second St., San Francisco 5, Calif.
Warehouses: Brooklyn • Cleveland • New Orleans • Newark, California

Beautiful, Elegant Nut Dish or Ash Tray



With a Reproduction of Your Own Club's Picture or Emblem
Kiln-Fired on at 1320° F. for Absolute Permanency
White Ceramic • 7" in Diameter • 23-Kt. Gold Trim

They look handsome when used around the club, as ash trays or nut dishes . . . are eminently acceptable as anniversary souvenirs or tournament prizes . . . are "best sellers" if you have a gift counter (The Missouri Athletic Club ordered three times in six months).



Write Today for Free Sample and Prices
Denver M. Wright, Jr. Co.

7707 CLAYTON RD. • ST. LOUIS 17, MO. • PARKVIEW 1-8700

him in the Libbey Glass post is **George B. Skinta**, who has been general sales manager of Libbey Glass. **Ted H. Harbaugh**, sales research manager for the division, succeeds Mr. Skinta as general sales manager. The firm also has appointed **Joseph G. Chickvara**, Chicago branch salesman, as branch manager at St. Paul, Minn., and named **Donald Grindle** to the Chicago sales staff.

New President

T. Mackin Sexton has been named president of John Sexton & Co., Chicago, national food processors and distributors, succeeding Thomas G. Sexton who becomes chairman of the board, according to an announcement of Sexton's Board of Directors.



T. Mackin Sexton

A graduate of Georgetown Preparatory School and Holy Cross College, Mr. Sexton assumes the president's chair after a 16-year career with the company as manager of the Pittsburgh branch office.

Mr. Sexton is the third generation of the Sexton family to head-up the company, which last year celebrated its 75th anniversary. John Sexton & Co. began business in Chicago in 1883 merchandising tea and coffee and has since grown to the world's largest institutional purveyor of foods.

Advertising Program

A bright new song, "The Joy of Living," sets the tone of the Schlitz Co.'s vast 1959 advertising program. Outlining the current nationwide advertising activity in support of "The Beer That Made Milwaukee Famous," Schlitz Advertising Director Joseph N. McMahon, Jr., said the 1959 program is a natural refinement of 1958's "move up to quality, move up to Schlitz" promotion.

Companies Move

Molitor, Inc., and Stainless Equipment Co., two Denver firms selling to the club and institutional field, have moved their plant to 2829 S. Santa Fe Drive, Englewood, Colo. The new buildings will triple the space formerly occupied by the twin firms.

Founded in 1949 by Victor D. Molitor, chief executive officer, Molitor, Inc. is engaged in manufacturing and marketing a complete line of continental service carts to merchandise fine foods and beverages.

Gourmet Dishes Are Popular With Club Members

MANAGER Charles Brandt of the Baton Rouge Country Club emphasizes gourmet dining in his club, to the delight of his members. Mr. Brandt, Swiss-born and European-trained, came to the Baton Rouge Country Club as manager in 1953 after three years as manager of the Galvez Club in Galveston, Texas.

Mr. Brandt supervises the buying of all foods and demonstrates new and unusual dishes to his cooking staff.

Some of the foods he has introduced to his members include Swiss fondue, charcoal lobster on a skewer, curry of chicken and cocoanut, lump crab meat in aspic, Swiss almond cake and flaming bananas.

The club's most popular dish, re-

ports Mr. Brandt, is Crabmeat Imperial. It is made of white lump crab meat sautéed with red and green peppers in olive oil and butter. Tabasco sauce, white wine and chopped green onion are added to the sauté. The mixture is scooped into large clam shells and covered with a light white wine cheese sauce. Bread crumbs, Parmesan cheese and flaked butter are placed on top of the cheese sauce; the shells are then placed in an oven about 350 degrees in temperature and baked for ten minutes. The dish is served hot with shoestring potatoes and lemon wedges.

Here are two other recipes that are popular with club members:

Filet of Beef a la Wellington

Charcoal broil 12 ounce tenderloin on rare side. Remove from broiler and place on top of steak a thick slice of Pate de Foie Gras of Strasbourg (imported goose livers).

In the meantime, lay out a round piece of puff pastry turnover at least three times as wide as the steak, and 1/6 of an inch thick.

Place steak in middle of pastry and fold in turnover shape. Brush with beaten egg and bake in 425° oven for ten minutes. Serve at once.

Stuffed French Mushrooms with Crab Meat, a la Brandt

(Yield, five large French mushrooms per person.)

- 3 oz. lump crab meat or King Crab
- 10 oz. grated Gruere cheese
- 2 tablespoons cream sauce (Bechamel)
- 1 pinch chopped green onion
- salt and pepper to taste
- 5 slices of truffles
- 1 pinch bread crumbs

Sauté mushrooms in skillet until warm. Place in gratin dish. Mix crab meat, sauce, chopped green onions, salt and pepper. Stuff mushrooms with filling. Add on top bread crumbs and grated cheese. On each mushroom place one slice of truffle and a flake of butter. Bake in moderate oven for 15 minutes.

Hold Membership... Build Club Revenue

A POOL BY **Paddock** OF CALIFORNIA can help you do it!



Outdoor or indoor... swimming is becoming the All-American family sport... a wholesome recreational activity. Paddock of California, the greatest name in swimming pool design, construction and equipment for almost forty years, is proud of its many pool installations in famous clubs around the world. If your club can afford any pool, it can afford Paddock, the finest... a sound investment in member service that pays off, year after year.



PADDOCK of California POOL
installed at Lakeside Country
Club, Toluca Lake, California



Paddock OF CALIFORNIA

14606 ARMINTA STREET • VAN NUYS, CALIFORNIA

FOR THE **NEWEST**
in Hotel - Restaurant China
AND THE **FASTEST**
shipment right from our stock...

Ask for  Sterling
Vitrified
China
from Sterling's
Vogue Collection

full-color literature, yours for the asking

THE **Sterling China**
COMPANY
east liverpool - ohio

7 East 42nd Street 1595 Merchandise Mart
New York 17, New York Chicago, Illinois

Monroe FOLDING PEDESTAL BANQUET TABLES

SOLD DIRECT
Over 50 years experience and service back Monroe Folding Tables and other products. Largest factory in the world selling folding tables direct to schools, churches, lodges, clubs, hotels, and other institutions.

Factory Prices and Discounts
Our catalogs are our only salesmen. Our manufacturing and distribution savings are passed on to the organizations and institutions, like the over 51,000 whom we have served.

All Steel Folding Chairs
Monroe-Approved chairs in attractive range of styles, sizes at direct prices. Excel in comfort, durability and ease of handling.



Transport Trucks For Tables and Chairs
Any room set up or cleared in a jiffy. One man can do it. For both moving and storing. Model TSS shown.



Portable Partitions
Panels in tubular steel frames, on swivel glides or casters. Idle space converted to useful areas. Also chalkboard finished, with cork tack boards as shown.




MONROE No. 3 Deluxe 30x96 in. 30 in. high
Easily Seats 10 (5 on each side)
Maximum seating capacity and comfort. Exclusive MONROE folding steel pedestals eliminate knee interference. Folds flat, 12 tables "stack" only 29 inches high. Ideal for multiple dining and recreational activities. This model offered in 8 sizes, in 3 Monroe Top Finishes—Tempered Masonite (as shown), Ormaceil Blon-D and Melamine Plastic.

Monroe Fold Lite Utility Tables
Conventional steel folding legs. 16 sizes from 32" x 32" up to 3' x 10' and 4' x 8'. special sizes to order. Masonite and Ormaceil Blon-D tops.



Adjustable Height Folding Tables
Can be adjusted any height 20 to 30 inches. Folding pedestals or legs. No tools required. Will not slip or collapse.



Monroe Folding Risers and Platforms
Most modern staging choral groups, etc. Ruggedly built sections with steel folding legs. Many standard settings or specials to order.



COMPLETE CATALOG FREE
House, purchasing or kitchen committees of churches, schools, clubs, lodges, etc. Write at once for newest Monroe Line Institutional Catalog in colors. Complete prices, discounts and terms. Address:

THE MONROE COMPANY 79 Church St. COLFAX, IOWA

Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

July, 1959

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during June, 1959, and employe tax and employer tax under the Federal Insurance Contributions Act for June, 1959, may be remitted to an authorized depository. Return on Form 450. If this option is exercised, Form 450 must be filed in time to permit authorized depository to return validated Form 450 prior to filing return for second quarter of 1959.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended February 28, 1959.

31—Withholding tax and Federal Insurance Contributions Act tax: Return for second quarter of 1959 due and tax payable. Return on Form 941. Attach validated Forms 450 to return.

Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions and other excise taxes for June, 1959, if in excess of \$100, may be paid to an authorized depository. Return on Form 537. If this option is exercised, Form 537 must be filed in time to permit depository to return validated Form 537 prior to date for filing return for second quarter of 1959. Otherwise, return for second quarter due and tax payable. Return on Form 720. Attach validated Forms 537 to return. If return is accompanied by depository receipts showing timely payment of tax for the entire quarter, due date of Form 720 is extended to August 10, 1959.

August, 1959

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during July, 1959, and employe tax and employer tax under the Federal Insurance Contributions Act for July, 1959, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended March 31, 1959.

31—Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for July, 1959, if more than \$100, payable to an authorized depository. Return on Form 537.

BOOK REVIEWS

The Esquire Culinary Companion, billed as "a precious boon to all who care about the pleasures of good food and the fine art of dining" is a hard-backed book describing the exotic and unusual in cooking by Charles H. Baker, Jr., author of *The Gentleman's Companion*.

The book contains the best of European cookery, and Mr. Baker asserts that most of the recipes included are nowhere else available. Every one of the recipes was obtained directly from the chef by Mr. Baker during

the course of his round-robin tours of the best eating places of France, Italy, Spain, Great Britain, Norway, Sweden, Denmark, Holland, Switzerland, Portugal, Belgium and Austria.

For the manager who wants to serve the best and the unusual in his club, or who is a gourmet himself, this book is a must. It costs \$5 and is available from Crown Publishers, Inc., 419 Fourth Ave., New York City 16.

Let's Compare Menus

ACACIA COUNTRY CLUB

Continental Dinner

Cold Canapes—Antipasto—Marinated Herring
Cold Stuffed Pike—Cucumbers in Sour Cream—Pate de Foie
Pickled Shrimps—Beet Salad—Russian Salad
Norwegian Salad—Celery a la Grecque—Lintel Salad
Haricots Blanc Salad—Chicken Salad—Sea Food Salad

Hot Hors d'Oeuvres—Pizza—Chicken Vol-au-Vent
Stuffed Clams With Crabmeat, au gratin
Swedish Meat Balls—Cheese Balls—Cocktail Weiners
Chicken Croquettes—Chicken in Patty Shell
French Fried Shrimp—Lobster Slice—Sauerkraut Balls

Celery en Branche—Radis Rose—Olives Noire and Verte

Tomato Juice—Fruit Cocktail Supreme
Cream of Chicken Soup

Red Snapper, off the Grill, Maitre d'Hotel, Queue de Homard,
Grilled (Lobster Tails) Beurre Fondu
Roast Prime Rib of Beef, au jus
Cotes d'Agneau (Lamb Chops), Grillees, Fines Herbes
Tournedos of Beef, off the Grill, Bordelaise

Parisienne Potatoes Haricots Verts (Green Beans), au Buerre
Salade de Jardin (Garden Salad)
Roquefort Cheese Dressing

French Pastries Danish Pastries Ice Creams Cafe, Lait-The

Ferdinand Rouquier, Chef de Cuisine, Le 12 Avril 1959

BLYTHEFIELD COUNTRY CLUB

Belmont, Mich.

DINNER MENU

Flaming dishes

Hors d'oeuvres

Chilled Orange, Tomato, or Grapefruit Juice
Cranberry Juice Cocktail

Fresh Florida Fruit Cup .50
Marinated Herring .50 . . . Bismark Herring .50

31 YEARS OF SERVICE TO CLUBS

CLAREMONT-MAJESTIC

EMPLOYMENT SERVICE
AGENCY

Dependable **PERSONNEL** for Dining Room, Male and Female Kitchen and Office

80 WARREN STREET, Room 305

New York 7, N. Y.

Herman Litman Manager

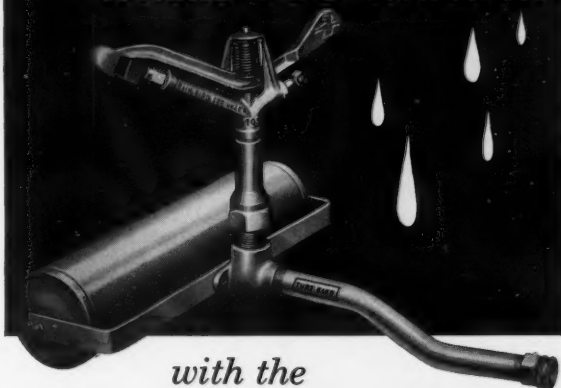
PHONE: COrtlandt 7-3853

A. Zahler, Licensee

RAIN BIRD

NOW!

PUT THE WATER
WHERE YOU WANT IT!



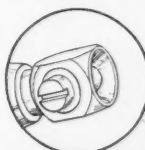
with the

Turf Bird R-70S Portable Greens Sprinkler

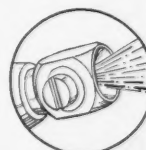
Thorough coverage of golf greens and other large turf areas is accomplished from just *one position.*

Large main nozzle assures an even, penetrating coverage of areas up to 150 ft. in diameter.

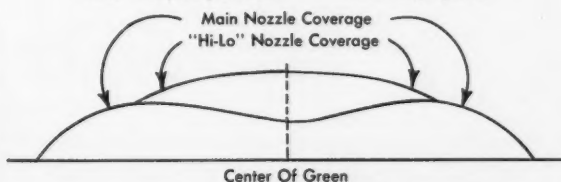
The new exclusive "Hi-Lo" shut-off nozzle on the R-70S lets you put the water where you want it.



"Hi-Lo" completely shut off



"Hi-Lo" fully opened



for additional information clip and mail this
handy coupon:

Please send information on: ☐ Turf Bird Sprinklers
☐ Complete turf sprinkling equipment.

Name

Address

City State

In West mail to: National Rain Bird Sales & Engineering Corporation
P. O. Box 547, Azusa, California
In Midwest and East mail to: Rainy Sprinkler Sales
609 West Lake Street, Peoria, Illinois

Edlund world's most USE TESTED can openers



EDLUND HEAVY DUTY CAN OPENER

This rugged, dependable favorite has opened more cans in the last 30 years than all other models ever on the market. Table and wall styles...one for every work load.

NEW NO. 1 KNIFE
lasts 20
times longer!

NEW CIRCULAR- KNIFE CAN OPENER

Famous Edlund quality for those who require a circular-knife can opener. Tool steel Roto-Knife punctures automatically, never skips. One handle operation.



CLEANING TOOL

Clean openers work longer. Wire bristles, stainless scraper.



KING SIZE CAN FUNCK

One oversize hole. Pours faster.

Edlund Kitchen Tools
Burlington, Vermont

FOR
MEMBERS
ONLY



Nothing except a paid-up member's Card-Key will unlock this door. 5,000 Fraternal and Private Clubs are now using Card-Keys. Be sure your club gets the benefit of this Card-Key System.

Write for Free Information

CARD-KEY SYSTEM, INC.
BURBANK, CALIFORNIA

Paté Maison .50 ... Stuffed Anchovies .50
Fresh Jumbo Shrimp Cocktail .75
Lobster cocktail .75 Crabmeat Cocktail .75

Soups

Soup du Jour

Chilled Tomato Madrilène

Chilled Vichysoisse

Fish Entrees

Fried Filet of Sole, Sauce Divine\$1.95
French Fried Scallops, Tartare Sauce 2.25
Deep Fried Jumbo Shrimps, Tartare Sauce 2.75
Jumbo Shrimp Sauté, Garlic Butter 3.00
Broiled Red Snapper Sauté Meunière 3.00
Deep Fried Oysters, Tartare Sauce 3.00
Lobster à la Newburg 3.50
Lobster Pot, Chef's Special 3.75
Broiled South African Lobster Tails, Golden Drawn Butter 3.75
Lobster or Shrimp Sauté in Butter 4.00
Brandy Fired at your Table
Whole Broiled Maine Lobster, Drawn Butter
Served Friday and Saturday only (30 minutes) 5.00

Poultry and Meat Entrees

Veal Cutlet, Milanaise\$1.95
Broiled or Fried Half Chicken Garni (25 minutes) 2.85
Club Steak, Maitre D'Hôtel 2.75
Grilled Pork Chops, Spiced Crabapple 2.75
Broiled Ham Steak, Pineapple Ring 2.95
Whole Roast Stuffed Chicken 3.25
Served on flaming sword
Shish Kebab 'à la Larivière 3.50
Served on flaming sword
Boiled Filet Mignon, Bacon Wrapped 4.00
Extra Size Steak 4.50
Broiled Lamb Chops à la Bouquetière 4.00
Half Portion 2.50
Broiled Lamb Chops, Garni 4.50
Brandy Fired at your Table
Broiled Sirloin Steak, Tomato au Gratin 4.95
All Steaks Served with Mushroom Caps and Onions Rings
All Fish and Meat Entrees Served with Green Vegetable du Jour

Baked Idaho or French Fries or Home Fries
Chef's Special Salad Bowl or Head Lettuce

With your choice of

French, Russian, Roquefort, or Thousand Island Dressing
Russian Dressing with Caviar .35 extra

Please read and order your steak accordingly

Rare Red Cool Center
Medium Rare Red Warm Center
Medium Pink Hot Center
Medium Well or Well Done Broiled Thoroughly

We cannot be responsible for the appearance of steaks ordered medium well or well done.

Desserts

French Ice Cream Sherbet
Home Made Pie or Cake (à la mode .15 extra)
Melon, in Season\$.40
Sundaes: Strawberry, Pineapple, Chocolate40
Parfaits: Sparkling Surprise75
Creme de Menthe, Rum, Creme de Cacao75
Cherry Heering, Benedictine, Grand Marnier .. .95
Apricots Flambé, Whole Apricots, Sauce, Peach Brandy 1.00
Brandy Fired at your Table
Cherries Jubilee, Black Cherries, Sauce, Cointreau 1.00
Brandy Fired at your Table
Bleu Cheese, Liederkranz, Camembert50
Coffee or Tea
Iced Beverage, Milk15 Sanka20
Café Brûlot 1.00
(Coffee and Blazed Brandy)

MILWAUKEE COUNTRY CLUB

A LA CARTE

Oyster Stew\$1.50
Delicious Creamed Oyster Stew made with Select Eastern Oysters
Golfer's Steak 2.75

Broiled Prime Tenderloin Steak on Toast, Grilled Onion, Cole Slaw	
Chef's Salad Bowl	1.75
Tossed Garden Greens with Julienne of Chicken, Tongue and Swiss Cheese, Garni, Choice of Dressing	
M. C. C. Salad Bowl	2.00
Lettuce, Tomato Avocado, Turkey, Bacon, Roquefort Cheese, Hard Boiled Egg, French Dressing	
Sea Food Salad Bowl	2.25
Fresh Shrimp, Lobster, Maryland Crabmeat, Garden Greens, Garni, Choice of Dressing	

Sandwiches

Hot Turkey Sandwich, Au Gratin	\$1.65
M. C. C. Special Sandwich	1.65
Open Face Sandwich of Sliced Turkey, Ham and Swiss Cheese, 1000 Island Dressing	

Chopped Round Steak	1.50	Egg Salad70
Bacon, Lettuce and Tomato90	Club Sandwich ...	1.65
Sliced Chicken	1.25	Swiss Cheese85
Junior Club Sandwich	1.10	Ham and Egg	1.35
Imported Sardines	1.00	Ham and Cheese ..	1.25
Liverwurst85	Tuna Fish85

NEW YORK ATHLETIC CLUB

MAIN DINING ROOM DINNER

Appetizer

Imported Beluga Caviar \$3.25	Chicken Liver Paté75
Celery Hearts	Marinated Bismarck	
Stuffed Celery	Herring95
Fruit Cocktail	Tomato Juice40
Terrine de Foie Gras with Truffles	Antipasto, N.Y.A.C.	1.35
Ripe or Queen Olives ...	V-8 Vegetable Juice40

Oysters, Clams and Sea Food

Blue Points	\$.90	Crab Meat Cocktail	1.45
Little Necks70	Clam Juice45
Lobster Cocktail	1.65	Cherrystones80
Large Cape Cod Oysters	.95	Fresh Shrimp Cocktail ..	1.25

Soups

Cream of Asparagus, Argenteuil45		
Served in Cup35		
Double Beef Broth, Brunoise45		
Served in Cup35		
Onion Soup au Gratin ..	.65	Clam Broth45
Purée of Green Split Pea	.45	Cream of Tomato45
Club Made Key West Green Turtle, Au Sherry	.85		

Specialties

1. Boiled Chinook Salmon Au Court Bouillon, Hollandaise, Boiled Tomato, Parsley Potato
2. Fried L. I. Scallops and Select Oysters, Bacon, Remoulade, Julienne Potatoes, Cole Slaw, Raw Carrots
3. Fresh California Asparagus on Toasted Ham, Poached

"Saves mixing time"

Bar manager at famous New York Beach Club says: "... found your product one of the finest for mixed drinks that I've ever used."



CRAMORES CRYSTALS

LEMON OR LIME—Plain or with pure egg-white added!

- Economical—no spoilage no squeezing
- No refrigeration required • Less mess—less waste—less storage space • More convenient to use • More real fruit flavor with less of the bother!

CRAMORE PRODUCTS, INC., Point Pleasant Beach, N. J.



Who said there's no such thing as Brand Loyalty!

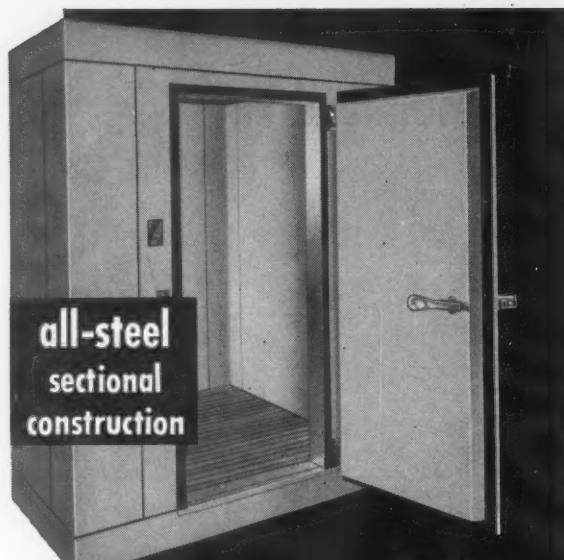


Ever met a Johnnie Walker man? He's one who's loyal to the last. Knows the brand he wants and *always* buys it. Through the years, he's become part of a great big audience of loyal users... an audience that's growing bigger every year! And the biggest Scotch promotion program going is helping to keep it that way. Dealers everywhere know that when they stock Scotch they *must* stock Johnnie Walker. Red Label. Black Label. There's just never been a more popular pair.



JOHNNIE WALKER SCOTCH WHISKY

BLENDED SCOTCH WHISKY, 86.8 PROOF—IMPORTED BY CANADA DRY CORPORATION, NEW YORK, N. Y.



**all-steel
sectional
construction**

Bally walk-ins

sanitary — strong — efficient

You can assemble any size Cooler, Freezer or Combination from standard sections.

Bally Case and Cooler Co., Bally, Pa.

Get details—write Dept. C-7 for FREE book

Lather • Fragrance • Safety

Premium antiseptic liquid soap

Balmaseptic

For washroom and shower
Contains Hexachlorophene

Clear, brilliant Balmaseptic rubs up quickly into handfuls of fragrant lather. Cleanses energetically, yet does not irritate the skin—does not chap. Regular use keeps the hands surgically clean: the *HEX*achlorophene puts the *HEX* on bacteria. Balmaseptic dispenses neatly—stores perfectly: does not turn cloudy or rancid, regardless of climate. Exceeds forthcoming U.S.P. Specifications for Hexachlorophene liquid soap

For free sanitary survey
of your premises ask
your Dolge service man

**Dependable
DOLGE**
WESTPORT, CONNECTICUT

- Egg, Sauce Hollandaise, Broiled Tomato 2.50
- 4. Prime Beef Goulash Hungarian Style with Tarhonya .. 2.50
- 5. Grilled Veal Steak on Toast with Canadian Bacon, Mushroom Sauce, Broccoli Polonaise, Broiled Tomato, Pan Roast Potato 3.00
- 6. Roast Loin of Fresh Pork, Pan Gravy, Apple Sauce, Braised Red Cabbage, Candied Sweet Potato 2.85
- 7. N. Y. Prime Ribs of Beef Au Jus, Cressoniere, Baked Idaho Potato 3.85

Club Dinner

- | | A La Carte
Vegetable
and Potato |
|--|---------------------------------------|
| A Grilled Boned Carolina Shad and Roe, Bacon, Broiled Tomato | 3.85 3.00 |
| B Fresh Calf Liver Sauté with Onions, Canadian Bacon | 3.70 2.85 |
| C Coq Au Vin: Chicken (Half) Smothered in Red Wine with Shallots, Chopped Mushrooms Fines Herb | 3.70 2.85 |
| Braised Red Cabbage, Buttered String Beans or Stewed Tomatoes with Okra | |
| Whipped, Persillee or Pan Roast Potatoes | |
| D (Cold) Roast Loin of Fresh Pork, Apple Sauce, Potato Salad, Sliced Tomato, Cole Slaw-Carrots, Sweet Pickle | 3.60 2.75 |

Choice of Desserts

- | | | |
|--|-----------------|------------|
| Cherry-Rhubarb Pie | Green Apple Pie | Pound Cake |
| Rice Cream Roll, Wild Blackberry Sauce | | |
| Vanilla, Coffee or Chocolate Ice Cream | Rice Pudding | |

Coffee—Tea—Milk

Cold Suggestions

- E Maine Whole Chicken Lobster, N.Y.A.C. 2.75
- F Kennebec Salmon, Mayonnaise, Sliced Tomato, Asparagus Tips Vinaigrette 2.85
- G Prime Ribs of Beef, Sliced Tomato, Potato Salad 3.50
- H Club Made Chicken-Ham Pate, Sliced Tomato, Fresh Vegetable Salad, Sweet Relish 2.75

NEW YORK ATHLETIC CLUB

BREAKFAST A LA CARTE

Fruits, etc.

- | | |
|--|---------------------------|
| Tomato Juice .40 | Grapefruit Juice .50 |
| Bananas .40 | Orange Juice .50 |
| Orange or Grapefruit Sections .50 | |
| Prunes with Cream .45 | |
| Club Preserved Peaches or Cherries .50 | |
| Figs .50 | Apple Juice .40 |
| | Preserved Idaho Plums .50 |

Jams and Jellies

- | | |
|-----------------------------------|--------------------|
| Orange Marmalade .25 | Strawberry Jam .30 |
| Guava Jelly or Strained Honey .50 | Preserved Figs .50 |

Cereals—All Cereals with Cream .40, with Milk .30

- | | | | |
|----------------|--------------|-------------------------|---------------|
| Cream of Wheat | Oatmeal | Wheatena | Corn Flakes |
| Shredded Wheat | Puffed Rice | Grape Nuts | Rice Krispies |
| Post Toasties | Puffed Wheat | All Bran or Bran Flakes | |

Roll, Toast and Cakes

- | | |
|---------------------------------|------------------------------|
| Dry or Butter Toast \$.20 | English Muffins (1)15 |
| Cinnamon Toast30 | Coffee Cake20 |
| Bran Muffins15 | Cream Toast65 |
| Giddle Cakes50 | Corn Muffins15 |
| Milk Toast40 | Waffles50 |
| French Toast65 | Assorted Rolls15 |

Eggs and Omelettes

- | | | |
|--------------------------|--------------------|-----------------------------|
| Boiled (2) .50 | Fried (2) .65 | Scrambled (2) .65 |
| Poached (2) on Toast .65 | Plain Omelette .75 | Fried with Ham or Bacon .90 |

Fish

- | | |
|---------------------------------------|--------------------------|
| Kipperd Herrings (2) .80 | Fried Filet of Sole 1.00 |
| Creamed or Steamed Finnan Haddie 1.00 | |

Breakfast Specials 20 Minutes

Codfish Cakes	\$1.25
Chicken Hash	1.75
Calf Liver Sauté with Bacon	1.75
Chicken Livers with Mushrooms	1.25
Corned Beef Hash	1.25
Broiled Ham	1.25
Broiled Bacon	1.10
Country Sausages95
Pork Chop (1)	1.25
Lamb Chop (1)	1.75

French Fried 30	Potatoes	Hashed Brown 30
Hashed in Cream 40	Sauté	Lyonnaise 35

Coffee, Tea, etc.

Coffee 40	Sanka 40	Postum 40	Yogurt 50
	Cocoa or Chocolate 30		
	Orange Pekoe or Green Tea 35		
	Certified or Buttermilk, Half Pint 25		

MINIKAHDA CLUB

Minneapolis

LUNCHEON SUGGESTIONS

to start off with:

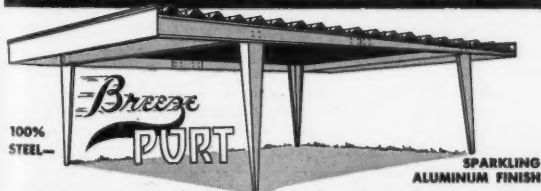
Louisiana shrimp cocktail	\$.90
chefs seafood appetizer—Louis sauce85
dungeness crab cocktail75
marinated herring in sour cream60
maine lobster cocktail	1.15
fresh crabflakes cocktail, supreme	1.10

Sandwiches!

Minikahda—Breast of turkey on toast smothered in cheese and mushroom sauce . . . topped with crisp bacon slices	\$1.50
Roadhouse—Chopped sirloin of beef on toasted bun topped with pickle relish . . . tomato and French fries a pleasant addendum85
Calhoun—Sliced turkey breast heaped with Bibb lettuce and thousand island dressing . . . grapefruit and orange sections embellished with tomato and pickle	1.25
Club—Double decker . . . alternating between tomato, lettuce, crisp bacon and breast of chicken on toast. By its side . . . tomato and pickle	1.25
Junior	1.10
Old Favorites—Your choice of white, rye or wholewheat bread or toast . . . garnished with tomato and pickle.	
Turkey (White)	\$. 95
Braunschweiger60
Baked ham70
Ham and swiss cheese ..	1.00
Grilled Cheese70
Salami60
Sardine70
Egg Salad60

GRILLED SIRLOIN STEAK SANDWICH ON TOAST
french fried potatoes—sliced tomato 2.60

THE PERFECT PACKAGED SHELTER!



Strongest port pound for pound ever built!

A spacious 10' x 20' x 7' port. Beautiful all-weather shelter for club pools, patios, parking, picnic areas, golfers, caddies, golf-mobiles, etc. Bolts together in 1 hour. Free-standing. Needs no paint. *Factory to you!* Write for full information.

ONLY \$198.
FREIGHT PAID

WIK-BILT, INC. • BOX 6834 • DALLAS, TEXAS



50,000 Items

EQUIPMENT FURNISHINGS SUPPLIES

This is all SERVICE MERCHANDISE you need to do your work, increase your efficiency, speed up your service and make more money for you. Famous brands. Quality assured.

WHAT DO YOU NEED NOW? An automatic potato peeler? Electric mixers? New garbage cans? Bar supplies? Paper towels? Shower curtains? Janitor supplies? Baking ovens? Uniforms? Glassware? *We have it!*

In fact we sell just about everything required to equip and supply your Hotel, Club, Restaurant, Resort, School, College, Camp, Hospital, Lounge, Tavern, Fountain, Diner, or Industrial Cafeteria.

SATISFACTION GUARANTEED

Everything you buy from DON is sold on a positive guarantee of satisfaction or money back!

Write Dept. 4 for a DON Salesman to call, or visit our nearest Display Room.

EDWARD DON & COMPANY

GENERAL HEADQUARTERS—2201 S. LaSalle St.—Chicago 16, Ill.
Branches in MIAMI • MINNEAPOLIS • ST. PAUL • PHILADELPHIA

More Vitamin C than in Fresh or Frozen Orange Juice!



Each 4-oz. serving contains more than 70 milligrams of Vitamin C.

- ✓ Nothing to add but water
- ✓ High Nutrition—Low Acidity

So easy to prepare! A 2-lb. vacuum-packed tin of the new Lasco Orange Breakfast Drink Granules and 2 gallons of water make 69 four-ounce servings... delicious, nutritious and economical!

And Your Old Favorites
DELUXE Lasco FROTHY GRANULES

WITH EGG WHITE ADDED

WRITE for complete details!

The natural fruit flavor of Lasco Deluxe Frothy Lemon, Orange or Lime Granules is ideal for your bar mixed drinks, because Lasco Granules contain pure dehydrated fruit juice. One 10 oz. jar will make one gallon. No refrigeration necessary. Also available in 12 other flavors for delicious summer beverages.



ALLEN FOODS, INC.
Finer Foods for Hotels and Institutions
4555 GUSTINE • ST. LOUIS 16, MISSOURI

*Gentlemen,
be seated...*

IN THE BEST FOLDING CHAIR OF THEM ALL!

BUILT BY LYON® Compare the resilient strength of Lyon channel frame construction. Compare Lyon functional beauty—backs and seats curved to match body contour—round, smooth edges and pinch-proof hinges.

Millions of Lyon chairs are in use, all over the world, providing the utmost in comfort, safety and long life at the lowest possible cost.

MAIL COUPON FOR THE COMPLETE STORY

Lyon Metal Products, Inc., 798 Monroe Ave., Aurora, Ill.

Send me the complete story of Lyon Chairs and Channel Frame Construction.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Salads... fresh and crisp... just one step from the garden

Caesar Salad—Tossed with garlic croutons, grated Parmesan cheese and anchovy fillets	\$1.20
Chef's Bowl—Garden fresh Bibb lettuce leaves heaped with julienne ham, chicken and Swiss cheese, anchovy garnish, chef's dressing	1.35
Pacific—Dungeness crab atop shredded iceberg lettuce—covered with special sauce, garni	1.45
Russian—Chopped chicken breast, ham, cheese, crisp lettuce and 1000 island dressing	1.35
Festive—Crisp greens, tossed, tomato, hard cooked egg, topped with fresh shrimp—french dressing	1.35

Beverages

Coffee	\$.25	Iced Tea25
Sanka25	Chocolate Milk25
Tea (pot)25	Buttermilk20
Milk20		

Other Suggestions

(from the cold buffet)

Red ripe tomato filled with chicken salad	\$1.75
Slice of prime ribs of beef, potato salad	2.25
Fresh lobster salad with deviled egg asparagus tips	2.25
Half avocado filled with crabmeat salad, garni	2.00
Fresh shrimp salad, deviled egg, sliced tomato, olives	2.00
Sliced turkey and hickory ham, pineapple and cottage cheese	2.00
Hollywood salad bowl—Crisp greens with julienne ham, chicken and swiss cheese, french dressing	1.50
Fresh fruit plate with cottage cheese or sherbet	1.35
Caesar salad—Tossed with garlic croutons, parmesan cheese and anchovy filets	1.20

Sandwiches

Minikahda clubhouse	\$1.25
Ham and swiss cheese	1.00
Sliced turkey breast	1.00
Bacon, lettuce and tomato90
Baked ham70
Junior Club	1.10
Braunschweiger60
Egg salad60
Grilled cheese70
Sardine70

Salads

Peeled sliced tomatoes	\$.55
Green asparagus, vinaigrette60
Combination salad60
Small salad bowl45
French endive and grapefruit60
Fresh fruit salad75
Kentucky bibb lettuce60
Lettuce and tomato40
Pear and cottage cheese50
(choice of dressing)	

Dessert

Parfait nesselrode	\$.45
Peach melba50
Lemon, orange or raspberry sherbet25
Melon in season45
Ice Cream—Rum cherry, coffee, peppermint or french almond30
Today's pie25
Frozen strawberry snowball45
Frozen chocolate éclair40
Ice cream pie, raspberry sauce45
Cheese—Imported roquefort, liederkranz, camembert cheese45

Beverage

Coffee	\$.25	Iced tea25
Orange Pekoe tea25	Sanka25
Dairy fresh milk20	Hot Chocolate35

GROSSE POINTE YACHT CLUB
Grosse Pointe Shores, Mich.

CHEF'S SPECIAL FAMILY DINNER

\$3.25

Wednesday

Fruit Cocktail or Tomato Juice
Soup du Jour or Consommé
Relishes
Turkey Poulette
Au Gratin,
Pommé Allumette
or
Chopped Prime
Sirloin Steak
Mushroom Sauce
Potatoes and Vegetable du Jour
Pie or Fruit Sundae
Beverage

Friday

Marinated Herring or Juice
Clam Chowder
Fresh Shrimp a la Newburg
or
Boneless Fresh Filet of Perch, Sauté Meuniere
Potatoes and Vegetable du Jour
Crisp Chef's Salad, Choice of Dressing
Pie or Fruit Sundae
Beverage

DINNER DE LUXE

Fresh Shrimp Cocktail Supreme .85
Fresh Fruit Cocktail Supreme
Pineapple Juice Marinated Herring Tomato Juice
6 Baked Oysters, Casino (in Season) 1.35
Blue Points (in Season) 1.00
Jellied Consommé Soup du Jour
Assorted Relishes

Fish Entrees

Assorted Sea Food Platter
(Half Lobster, Frog Legs, Scallops, Shrimp)\$4.80
Deep Sea Scallops 4.15
Fried Jumbo Shrimp, Hot Sauce 4.40
Broiled Live (1½ lb.) Lobster, Drawn Butter
(20 minutes) 5.25
Texas Frog Legs, Roadhouse Style 4.70
Broiled Jumbo Whitefish, Maitre d'Hotel 4.45
Lobster a la Newburg in Patty Shell 4.70
Broiled African Lobster Tails, Drawn Butter 4.40

From the Grill

Fried or Broiled Chicken\$3.50
Roast Cornish Game Hen, Wild Rice (45 minutes) 5.00
Pork Chops Sauté, Apple Sauce 3.50
Grilled Double Lamb Chops, Mint Jelly (20 minutes) 5.00
Grilled 10 oz. Filet Mignon, Fresh Mushrooms 6.35
Broiled 16 oz. Prime Sirloin Steak 6.75
Calves' Sweetbreads Sauté with Ham on Toast 3.70
Calves' Liver with Bacon or Onions 3.70

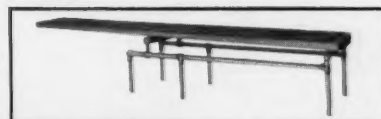
Cold Buffet Dishes

Avocado Stuffed with Chicken Salad\$3.85
or Crabmeat Ravigote 3.85
Fresh Shrimp Salad, Garnished 4.40
Cold Roast Beef, Potato Salad 5.25
Cold Whole Lobster, Garnished
Long Branch Potatoes Steamed Parsley Potatoes
Au Gratin Potatoes Vegetables du Jour
Chef's Own Salad, Choice of Dressing
Princess Salad, Choice of Dressing
Layer Cake Fruits Cheese
Pie Spumoni Sundaes Parfaits
Tea Coffee Milk

PLEASE NOTE

Substitutes will be charged for at a la carte prices.

MODERN MAKES THE COMPLETE LINE OF POOL EQUIPMENT SUPPLIES CHEMICALS



Dozens of different filters, cleaners, chemicals, lights, fittings, pool paints, ladders, diving stands, racing lanes, anything and everything that goes into, under, or alongside your pool! Have any technical problems? Our pool experts will be glad to help you. Get a copy of Modern's new Catalog and Data Book. Includes prices, descriptions, photos and helpful facts on pool care and operation. Call your nearest Modern dealer or write for his name and Catalog No. 6G.



Our policy for over two decades has been: to offer honest values, honestly described; to market distinctive and better products; sell them at fair prices; to render efficient service.

modern

MODERN SWIMMING POOL CO., INC.

1 Holland Ave., White Plains, N.Y., White Plains 8-3932

LOOKING FOR A NEW PARTY IDEA?

A GAY - COLORFUL

HAWAIIAN PARTY

IS THE ANSWER!



MAKE "ALOHA NIGHT"
THE OUTSTANDING PARTY OF THE YEAR
• LUSH HAWAIIAN FLOWERS & FOLIAGES
• EXQUISITE LEIS, CORSAGES, DECORATIONS
• HULA SKIRTS SARONGS, ALOHA SHIRTS
• LOVELY HULA GIRLS AND NATIVE MUSICIANS



SEND FOR FREE INFORMATION
ON HOW TO RUN A
HAWAIIAN PARTY.

OUR HAWAIIAN SERVICE DIVISION
CAN SUPPLY YOU WITH
EVERYTHING YOU NEED TO
MAKE YOUR PARTY A SUCCESS.

ORCHIDS OF HAWAII, INC.

National Sales Office:
305 SEVENTH AVENUE - NEW YORK 1, N. Y.
Dept. CM Telephone: ORegon 5-6500

WINE Pressings

By Henry O. Barbour

Wine in Cookery

Wine has long been regarded as a necessary adjunct to formal dining both as a beverage that brings out the flavor and aroma of the food it accompanies and also as an ingredient that increases and alters the flavor and aroma of any food to which it is added. Wine has come down the ages hand and hand with cookery—for reasons that are just now being discovered in many parts of the United States.

The use of wine in cookery includes much more territory than the addition of a "cooking sherry" to green turtle soup. In using wine for the utmost benefit, study and experimenta-

tion will yield large returns in increased palate satisfaction, just as they will when trying an unfamiliar spice.

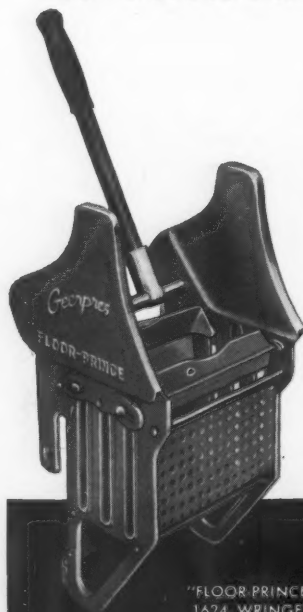
Important Principles

1. Expensive wines are not always the most desirable for cooking uses, as the delicate bouquet which makes them expensive will vanish at the first touch of heat. Sparkling wines do not have any real place in actual cookery, although they do present very interesting possibilities in connection with desserts, etc., where they are added after all the other ingredients are cold. Heating them will of course destroy their effervescence immediately by driving off all the carbon dioxide, so they are less desirable than a good dry white wine.

2. "Every wine, from the culinary standpoint, has three flavors—its natural flavor, its simmered flavor, and its cooked flavor. The best way to understand this is by experiment. Take a glass full of the wine and taste it just as it comes from the bottle. Then pour it in a small sauce pan and place it over the flame until it simmers. Allow it to cool, taste and compare it with the wine in the bottle. Quite a different flavor, isn't it? And that's what you're going to get when the recipe says 'add wine and bring just to the simmering point.' Then take another glass full. This time let it really boil for just two or three minutes at least. And again you will find it has changed, very definitely. This flavor is what you will get when you use it for basting and it is subjected to prolonged high heat. You will notice, too, that it is not nearly so masterful now, which of course, means that you can use it more liberally. If this is done with each wine before using, disappointment may be avoided and certainly better wine cooking will result from the start." So said Ted Hatch in the *American Wine Cookbook*.

3. Alcohol boils at a temperature

"Seems like the Geerpres mop wringer's going to outwear the floor!"



That's what one of our customers told us in a recent letter with his order for a replacement part for his Geerpres mop wringer. Since he forgot the size, we had to check our records and discovered he's been using that wringer for over 12 years!

Surprised at this amazing service record for a mop wringer? We weren't. It happens all the time with Geerpres wringers. WHY?

Because we put the finest materials into the finest design available in a mop wringer. Electroplated finish, malleable iron pressure bars, tubular steel handle—all are the best that can be used. Exclusive, staggered interlocking gearing puts the pressure on the mop not the wringer. You'll see Geerpres imitated but never equalled.

Three sizes for all mopping needs. See your jobber or write for complete mopping equipment catalog.

Geerpres

WRINGER, INC.

P.O. BOX 658, MUSKEGON, MICH.

"FLOOR-PRINCE"
1624 WRINGER

of 172.4°F. Thus all the alcoholic content has evaporated long before the boiling point of the wine, around 208°F. Incidentally, vanilla extract is usually 80 to 100 proof (40 to 50 per cent alcohol) while dry white or red wine runs from 10 to 14 per cent, and port seldom exceeds 20 per cent alcohol.

4. White wines in the kitchen are the most readily adaptable. Dry ones are better than the sweet, lending a kindly fragrance and flavor to fish and chicken dishes, cheese fondues and curries.

5. Red wines blend best with red meats such as beef, mutton, lamb and game. Not only do they add a "different" flavor but the alcohol aids in tenderizing, and improves the palatability of cheaper cuts of meats. Incidentally wines will very favorably alter the characteristics of left overs!

6. Don't use too much wine. Wine flavors are meant to be subtle and barely identifiable, not overpowering. It is much more of a compliment to hear "What makes this chicken so good?" than "Oh, the chef used sauternes in the chicken, didn't he?"

Recipes

A recipe is not needed to cook with wine as one can improve almost any favorite recipe by adding wine to it. Traditional examples of use of wine in food is the sherry referred to previously. White wine mixed with water (or fish stock) flavored with an herb bunch is always used for poaching fish fillets in France. The use of wine vinegar in salad dressing adds much to the enjoyment of all green salads—but not to any wine that may be served at the same time!

Ham sautéed with red wine and mushrooms, Pompano en Papillote, Filet of Sole Marguery, broiled sherry-grapefruit, etc., are but an indication of the dishes wine improves or makes possible.

For anyone interested in wine cookery:

The American Wine Cookbook—Ted Hatch; G. P. Putnam's Sons—New York—1941.

A Wine Lover's Cookbook by Jeanne Owen; M. Barrows—New York—1940.

The Gun Club Drink Book by Charles Browne; Charles Scribner's Sons—New York—1939.

Fit for a King—Edited by Ramiel McGeehee; Duell, Sloan and Pierce—New York—1946.

Escoffier Cook Book by Augustus Escoffier; Brown Publishing Co.—New York—1941.

Concise Encyclopaedia of Gastronomy by Andre L. Simon; Harcourt, Brace & Co.—New York—1952.

Wine in the Kitchen by Elizabeth Craig; Constable & Co.—London—1934. "Gourmet, The Magazine of Good Living"; Gourmet, Inc.—New York.

35 SHILLINGS
AND 9 PENCE

IN **LONDON**

4/5 quart—80 proof

\$5.01

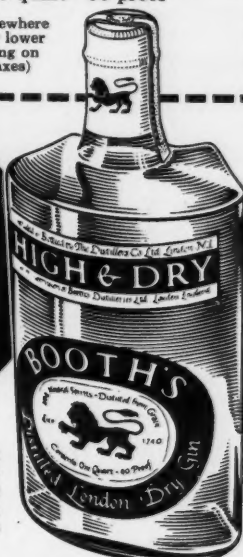
at current rate of exchange

\$4.32

IN **NEW YORK**

4/5 quart—90 proof

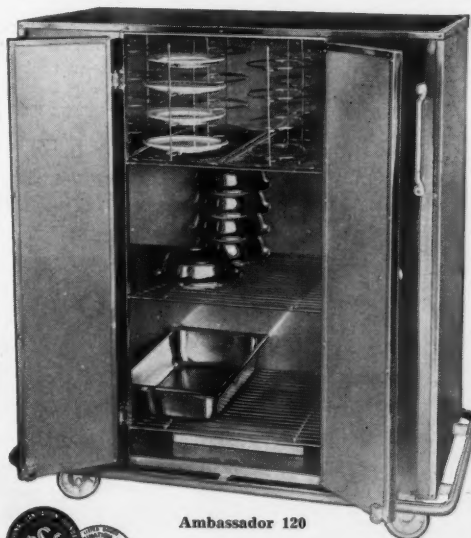
(Price elsewhere
higher or lower
depending on
local taxes)



It is good to know that when you buy Booth's High & Dry Gin in the United States you are getting gin made according to the same formula as the Booth's High & Dry purveyed in Britain. It is the only gin distilled in U. S. A. under the supervision of famous Booth's Distilleries, Ltd., London, England.

DISTILLED LONDON DRY GIN. 90 PROOF. 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN.
W. A. TAYLOR & COMPANY, NEW YORK, N. Y. SOLE DISTRIBUTORS FOR THE U. S. A.

Serve HOT Plated-Up Meals to Banquet Guests . . . with HOT-SERVE Conveying Cabinets



Ambassador 120



**FOOD WARMING
EQUIPMENT CO., INC.**

Dept. 2, P. O. Box 163, Arlington Heights, Illinois

One man can convey up to 120 plated-up meals from kitchen to banquet hall in an easy-rolling stainless steel HOT-SERVE cabinet; hold there until called for (an hour or more); then serve appetizingly fresh and hot to your guests . . . with fewer waiters, too! Models available with plate capacities from 48 to 160.

Investigate HOT-SERVE cabinets today by calling your dealer or writing for our catalog.

THESE FAMOUS CLUBS USE OUR EQUIPMENT:

Friars Club, New York,
N. Y.
Svithlod Singsing Club,
Chicago, Ill.
Piedmont Driving Club,
Atlanta, Ga.
Overseas Press Club of
America, Inc., New York,
N. Y.
Chevy Chase Country
Club, Wheeling, Ill.
Saint Paul Athletic Club,
St. Paul, Minn.

Recipes From Chicago's Union League

CATERING to more than 4000 diverse appetites from the 48 states, Alaska and Hawaii has led Chef Fritz Weinzierl of Chicago's Union League Club to feel that American blue cheese is about as universal a food as can be found. In this opinion he is backed up by Catering Manager Joseph O. Barras.

Located in the heart of Chicago's financial district, the Union League Club serves an average of 1200 meals daily, with a seating capacity in the main dining room of 550.

Even where cost is no object, the membership has expressed a definite preference for blue cheese. "Our members," says Chef Weinzierl, "have made blue cheese very popular for use in hors d'oeuvres, main dishes, cold buffets and desserts."

According to the Chef, two outstanding favorites at the Union League Club are Blue Cheese-Boston Brown Bread Hors d'oeuvres and Deluxe Blue Cheese Chopped Sirloin Steak.

Recipes are as follows:

Blue Cheese-Boston Brown Bread Hors d'oeuvres

5 lbs. American Tabasco Sauce to suit
blue cheese Cayenne pepper to
2 lbs. Butter suit
Lea & Perrins 5 cans Boston brown
Sauce to suit bread

Mix all ingredients, except brown bread, to creamy smoothness. Smear five thin layers of Boston brown bread with the spread; chill in refrigerator, cut into 12 wedges and serve.

Yield: Up to 15 units of 12 wedges each.
Service portion: 1 unit (5 slices cut in to 12 wedges).

A la carte menu price, 1 unit: \$1.00.
Cost per unit: \$.20.

Deluxe Club Cheese Chopped Sirloin Steak

8 oz. chopped sirloin steak
Salt
Black pepper
American blue cheese

Mix the meat with salt and pepper, then broil medium and remove from broiler. Cut a generous slice of American blue cheese and place on top of the steak. Finish under broiler. Garnish with potato chips, tomato wedges, pickles, parsley.

Yield: One serving.

A la carte menu price; \$2.75.

Cost per portion: \$.42.



Fritz Weinzierl, for 7 1/2 years chef at Chicago's Union League Club, shows two club favorites: Deluxe Blue Cheese Chopped Sirloin Steak, together with Blue Cheese-Boston Brown Bread Hors d'oeuvres.

How to Brew Good Coffee

FROM the Coffee Brewing Institute comes advice on making good coffee, recommendations to improve the quality of coffee in your club. Although these rules are basic, it might be well to see that the club's kitchen staff review them occasionally to make sure that the coffee is maintaining the high quality that the members demand. Says the Institute:

1. **USE FRESH COFFEE**—As ground coffee ages it loses its flavor, strength, and aroma which are the most important assets of good coffee.

2. **STORE IT IN A COOL DRY PLACE**—Heat and moisture cause coffee to stale rapidly. Coffee picks up outside odors very quickly.

3. **USE PROPER GRIND FOR EQUIPMENT**—Too fine a grind for the equipment used is the chief cause of astringent and bitter coffee. Too coarse a grind produces weak unflavorful coffee.

4. **USE COLD FRESH WATER**—Hot water has a tendency to be flat and stale. This can make the coffee taste the same. *Never use water that*



86.8
Proof

Today, more people ask for...

QUEEN ANNE
RARE SCOTCH WHISKY

and

OLD GENTRY
IMPORTED
LONDON DRY GIN

"The gentleman's gin"

Proprietary Brands of HILL THOMSON & CO., LTD., Edinburgh, Scotland

Gen. U.S. Importers



VAN MUNCHING IMPORTS, INC., NEW YORK, N. Y.



94.8
Proof

you wouldn't drink for brewing coffee.

5. SPREAD COFFEE EVENLY—To obtain an even extraction from your ground coffee the layer should be even in depth. (Filter bed should be about an inch in depth.)

6. POUR WATER IN SLOW CIRCULAR MOTION—This allows even extraction when the ground coffee is in an even layer. Pouring slowly permits proper extraction.

7. REMOVE GROUNDS IMMEDIATELY—After the grounds have released their flavor, strength and aroma bearing properties, all that remains are astringent and bitter substances which will make coffee strong and bitter if allowed to mix with it.

8. MIX BREW—When coffee is first made in an urn the heaviest concentration is at the bottom. Drawing this heavy coffee off and pouring back into the brew, mixes it and gives a uniform strength throughout.

9. HOLD COFFEE AT 185° TO 190° F.—Holding the brew in the urn at temperatures lower than 185° to 190° F. makes it too cool for pleasurable drinking. Holding at high temperatures causes the brew to lose its flavor and become more astringent in taste.

10. SERVE IT FRESH—The longer brewed coffee is held the less desirable it becomes. It loses flavor and aroma as it becomes older.

11. RINSE URN WITH BOILING WATER AFTER EACH BATCH—After each batch of coffee is removed from the urn a thin layer of old coffee remains, coating all exposed surfaces. Rinsing removes this layer, preventing it from affecting the next brew.

12. RINSE URN BAG AND CLOTH FILTERS IN HOT WATER—Hot water removes more of the old coffee deposits than cold. *Do not use soap, bleaches or detergents.* They will affect the flavor of following brews.

13. STORE URN OR CLOTH FILTERS IN COLD WATER WHEN NOT IN USE—This prevents them from becoming sour and rancid, or picking up food odors.

14. REPLACE URN BAGS AT LEAST ONCE A WEEK—If used frequently, bags become badly stained and should be replaced.

15. USE CORRECT SIZE URN BAG—If the bag is too large it may hang in the brew and cause the coffee to lie in a ball rather than in an even layer. This condition interferes with proper extraction.

16. DO NOT SET THE UPPER BOWL ON LOWER BOWL UNTIL WATER IN LOWER BOWL IS BOILING—This may start the water into the upper bowl before it is hot enough to brew good coffee.

WRITE FOR LITERATURE

AMERICAN APPROVED
Jim Patterson

lifetime

ALUMINUM DIVING BOARD

World's Finest Official Board
Rugged Aircraft Girder Construction, Unequaled in Design, Durability and Performance by any board built today.
Exclusive International Distributors



AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U.S.A.
WORLD'S LARGEST MANUFACTURERS OF FINE
PARK, PICNIC, PLAYGROUND, SWIMMING
POOL AND DRESSING ROOM EQUIPMENT

We build and resurface

"TRU-BOUNCE" tournament quality

All Weather Tennis Courts.

Skrainka Construction Co.

7173 Delmar, St. Louis 5, Missouri PA 1-0963

Established 1850

PHEASANTS

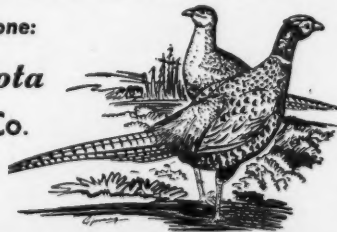
for your Regular Menu and Special Parties

Write, Wire, or Phone:

South Dakota

PHEASANT Co.

CANTON
SOUTH DAKOTA



DURABLE and SMART
furniture



No. 8213
Wall-Saving Side Chair
(No. 8212 matching
arm chair)

Wide assortment of chairs and tables. See your dealer or write us for our distributor's name.

AMERICAN CHAIR COMPANY
Manufacturers
Sheboygan, Wisconsin

Permanent Displays: Chicago • New York • Miami • Boston • San Francisco

The "Playboy Party" For Younger Club Members

MAGAZINES can make a lively theme for a club party, and special interest magazines lend themselves well to particular interest groups

within the club. A *Vogue* theme for a lady's party, use *Life* for a general theme, *Parents* might go well for a mother-daughter party or father-son,

and *Sports Illustrated* for a sporting outing. Many magazines have promotion material, tear sheets, and the like available on request.

One magazine which has developed the supplying of party materials to a fine art is *Playboy*, which makes a wonderful magazine theme for one of the hardest of all groups to entertain—younger members from 18 to 35. *Playboy* is good as a theme for this group as it has an entertainment format specifically aimed at the young urban male.

The University Club of Chicago recently had a "Playboy Party" for its younger members. The party was a resounding success, in part because of party decorations, door prizes, and entertainment ideas obtained through *Playboy's* promotion department.

But the young-in-heart enjoy a Playboy Party as much as the young-in-fact. For example, the Columbia Yacht Club of Chicago was recently the scene of a fun-filled birthday party with the original title, "Fifty Years a Playboy." It was hosted by a prominent Chicago advertising executive in honor of his brother and business partner.

Setting up a Playboy Party can be surprisingly easy. When the idea first

Quality and SERVICE—a Heritage

•

Serving the Nation's Finest Meats
to the Nation's Finest Clubs

•

ESTABLISHED 1860

Ruprecht & Company
INCORPORATED

MICHAEL O'DONOVAN, Pres.
Wholesale Provisions

661 W. RANDOLPH ST. CHICAGO 6, ILLINOIS



Complete domain of pleasure

in the summer with Beach and Cabana Club, Yacht and Country Club, Championship golf course, 3 swimming pools, Har-Tru tennis courts, Skeet Field, dancing to top orchestras under the stars and entertainer in Hunt Room. Day trips to Williamsburg and Jamestown.

Under direction of Sidney Banks

The **Cavalier**
A RESORT CLUB

CLUB MANAGER WANTED

The Elks Club in Iowa City, Iowa (home of the State University of Iowa) wants man to manage its town and country club. Must be promotionally minded and thoroughly trained in all phases of club management. State age, experience, references and marital status in first letter. Also enclose recent photograph. This is a new position; we are not filling a vacancy. ADDRESS: Jim Butler, P. O. Box 772, Iowa City, Iowa.

AVAILABLE (January 1, 1960)

CLUB MANAGER and wife. Now managing country club as a team. Experienced in every department. Exceptionally successful in handling personally the catering department—banquets—parties. Thorough knowledge of cost of food. Highest references. No children. Non-drinker. ADDRESS: Box 43-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.



Invitations used for party at University Club of Chicago.

occurred to W. B. Bangs, Jr., manager of the University Club, he got in touch with Victor A. Lowndes, III, promotion director of *Playboy* magazine. It seems that *Playboy* had been so deluged with requests for suggestions and assistance from fraternities and other college social organizations planning Playboy Parties that the *Playboy* College Bureau keeps in stock a large supply of special party decorations for just this purpose. These decorations are sent free of charge to all social organizations planning Playboy Parties. This past year, for example, over 25,000 students and faculty members attended Playboy Parties and dances at over 130 colleges and universities all over the country.

Mr. Bangs learned that *Playboy* will also supply party decorations free of charge to private clubs planning parties or dances with a "Playboy" theme. These decorations include a large assortment of reprints of *Playmates-of-the-Month*, *Playboy* covers, cartoons invitations and table tents suitable for custom imprinting, dance bid covers, and four-foot-tall pictures of the *Playboy* rabbit suitable for mounting.

If desired, but by no means a necessity, the club may order any of a number of products for use as door and game prizes. These include *Playboy* garters, earrings, bracelets, cuff links, tie tacks, playing cards, and large felt rabbits which are both decorative and useful as pajama bags (there's a zipper in the back of the rabbit's head). *Playboy* also publishes five collections of excerpts from past issues which make excellent prizes.

Of course, the decoration materials are free, and there is no obligation to purchase any of the by-product materials. The party decorations can be obtained by writing directly to Playboy Promotion Department, 232 East Ohio Street, Chicago 11, Illinois.

TOP MANAGER AVAILABLE

European trained manager, successful in handling all club departments, desires to change to a club in the central mid-west or near the Chicago area after August 1. Over 25 years experience handling all phases of catering departments in leading hotels and clubs. Have thorough knowledge of food and beverage control. Non-drinker. Best of references. ADDRESS: Box 45-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

CONWAY

TRADE MARK

IMPORT CO. INC.

IMPORTERS-MANUFACTURERS-BLENDEES

MAYONNAISE-FRENCH DRESSING

BLENDED OIL-OLIVE OIL-SALAD OIL

CONDIMENTS-OLIVES & CHERRIES

CHICAGO	L.A.	BOSTON
PHILADELPHIA	S.F.	MIAMI

Make a Playground Your Club Project



- Child Protection
- Rust Resistant
- Functional Design
- Competitive Price

for free catalog
showing
our complete line
write . . .



RECREATION EQUIPMENT CORP.

Dept. CM-69, 724 W. 8th St.
Anderson, Indiana

*Your best
customers
call for....*



IMPORTED
Heineken's
HOLLAND BEER

Gen. U. S. Importers:
Van Munching & Co., Inc., New York 36, N. Y.

INDEX TO ADVERTISERS

Allen Foods, Inc. 60
(Agency: Ridgway Advertising Co.)
American Chair Company 65
(Agency: Bert S. Gittins)



Deluxe Portable Seating by

Heywood-Wakefield portable chairs provide an economical, convenient means of obtaining additional, temporary seating capacity without sacrificing comfort or dignity of decor. Available in full-upholstered spring cushion models, semi-upholstered, and durable plywood, the entire line features welded tubular steel frame construction which assures years of extra service. Write for illustrated literature.



HEYWOOD-WAKEFIELD COMPANY
Auditorium Seating Division
MENOMINEE, MICHIGAN

CLUB MANAGER wishes to make a change. 52 years old, good background in experience, education, results—especially successful in personnel handling and committee co-operation. Can follow any budget closely. ADDRESS: Box 44-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

American Playground Device Co. 65 (Agency: W. T. McVeigh Co.)	Modern Swimming Pool Co., Inc. 61 (Agency: The Zlowe Company, Inc.)
Bally Case & Cooler Co. 58 (Agency: Beaumont, Heller & Sperling, Inc.)	Monroe Company, The 54 (Agency: Lessing Advertising Company, Inc.)
Brown-Forman Distillers Corporation 2 (Agency: Erwin Wasey, Ruthrauff & Ryan, Inc.)	National Biscuit Company 38-39 (Agency: Needham & Grohmann)
Canada Dry Corporation—Johnnie Walker 57 (Agency: J. M. Mathes, Inc.)	National Cash Register Company 29 (Agency: McCann-Erickson, Inc.)
Card-Key System, Inc. 56	National Rain Bird Sales & Engineering Corp. 55 (Agency: Allen, Dorsey and Hatfield)
Cavaller, The 66 (Agency: Laura Lambe Advertising)	Onox, Inc. 52 (Agency: Albert A. Drennan Advertising Agency)
Claremont-Majestic Employment Service . 55 (Agency: Equity Advertising Agency)	Orchids of Hawaii, Inc. 62 (Agency: Jerry Goldstein Advertising Agency)
Club Management 51	Owens-Illinois Glass Company (Libbey) . 9 (Agency: J. Walter Thompson Company)
Conway Import Co., Inc. 67	Pacific Coast Canned Pear Service 49 (Agency: Pacific National Advertising Agency)
Cramore Products, Inc. 57 (Agency: Newhoff-Blumberg Advertising Agency)	Paddock Pools, Inc. 53 (Agency: Heintz & Co., Inc.)
DeBourgh Mfg. Company 34 (Agency: The Nieland Agency, Inc.)	Pepsi Cola Company 23 (Agency: Kenyon & Eckhardt, Inc.)
Dennis Co., Joseph K. 46	Pfeizer Brothers 71 (Agency: North Advertising Incorporated)
Dolge Company, The C. B. 58 (Agency: E. W. Moore Advertising, Inc.)	Rainy Sprinkler Sales 55 (Agency: Ross, Flink & Livengood, Inc.)
Don & Company, Edward 59 (Agency: Leo P. Bott, Jr., Advertising)	Ralston Purina Company 45 (Agency: Guild, Bascom & Bonfigli, Inc.)
Edlund Kitchen Tools 56 (Agency: Samuel Croot Co., Inc.)	Recreation Equipment Corp. 67 (Agency: Ruben Advertising Agency)
Fallani & Cohn 10 (Agency: Dugan Advertising Service)	Ruprecht & Co., Inc. 66
Food Warming Equipment Co., Inc. 63 (Agency: William J. Narup and Co.)	Schlitz Brewing Company 4 (Agency: J. Walter Thompson Company)
Franklin Products Corp. 32 (Agency: Mandabach and Simms, Inc.)	Scotsman-Queen Products, Inc. 33 (Agency: Colle & McVoy)
Geerpres Wringer, Inc. 62 (Agency: Denham & Company)	Sexton & Company, John 27 (Agency: Roche, Rickerd & Cleary, Inc.)
Goldmark & Sons Corp., Adolph 47 (Agency: Tracy, Kent & Co., Inc.)	Skrainka Construction Company 65
Hardy Co., James G. 6 (Agency: Lester Harrison, Inc.)	South Dakota Pheasant Company 65
Heinz Company, H. J. 21 (Agency: Mazon, Inc.)	Sterling China Co. 54 (Agency: Meek and Thomas Co., Inc.)
Herrick Refrigerator Company 35 (Agency: E. R. Hollingsworth & Assoc.)	Sterno, Inc. 3 (Agency: Fairfax, Inc.)
Heywood-Wakefield Co. 68 (Agency: Charles W. Hoyt Company, Inc.)	Stitzel-Weller Distillery, Inc. 72 (Agency: Winus-Brandon Company)
Hillyard Chemical Company 7 (Agency: Fardon, Miller & Fardon)	Taylor & Company, W. A. 63 (Agency: Charles W. Hoyt Company, Inc.)
Hiram Walker, Inc. 37 (Agency: C. J. La Roche and Co., Inc.)	Taylor Wine Company 41 (Agency: D'Arcy Advertising Company)
Hobart Manufacturing Co. 31 (Agency: The Buchen Company)	Van Munching & Co., Inc. (Heineken Beer) 67
Hotelmen's Employment 68 (Agency: Diener & Dorskind, Inc.)	Van Munching Imports, Inc. (Queen Anne) 64
Kraft Foods Company 11-12 (Agency: J. Walter Thompson Company)	Vogt Machine Co., Henry 42 (Agency: Farson, Huff & Northlich)
Kwik-Bilt, Inc. 59 (Agency: Erie Racey and Associates)	Wabash Employment Agency 68
Lea & Perrins, Inc. 43 (Agency: Samuel Croot Co., Inc.)	Weavewood, Inc. 8 (Agency: Revere Advertising)
Leroux & Company, Inc. 69 (Agency: J. M. Korn & Company)	Weldon, Williams & Lick, Inc. 69
Lyon Metal Products, Inc. 60 (Agency: Reincke, Meyer & Finn, Inc.)	Wesson Oil & Snowdrift Sales Co. 19 (Agency: Fitzgerald Advertising Agency)
Miller Brewing Company 25 (Agency: Mathison and Associates, Inc.)	Wright, Jr., Co., Denver M. 52 (Agency: Merrill Kremer, Inc.)
Mitchell Mfg. Co. 28 (Agency: Charles F. Pearson & Associates)	

**FOR TOP FLIGHT
EXECUTIVES AND
DEPARTMENT HEADS**

Consult Us Confidentially

Our reputation has grown because of our ability to find the right man for the job anywhere inside or outside the U.S.A.

Write or Call:

GENE RAFFERTY, Personnel Director

HOTELMEN'S EMPLOYMENT SERVICE
45 West 45 St., New York 36, N.Y. JUdson 2-4382



Call or write:

... ELIZABETH GARRISON

... Available ...

CLUB MANAGERS ASSISTANT MANAGERS
CHEFS CATERING MANAGERS MAITRE D'S
STEWARDS BAR MANAGERS AUDITORS
EXECUTIVE HOSTESSES

WABASH EMPLOYMENT AGENCY

202 South State St.

Phone: WABash 2-5020

(Wabash Agency established in 1935)

Chicago 4, Illinois

Hints for "Dressing" Up Your Salads

SALADS are always welcomed but in summertime they're sought. And the menus that list an enticing variety of these cool refreshers will lure a satisfied following back again and again for pleasurable dining.

One way to give salads variety is with imaginative dressings. Time and hard work are involved in the preparation of salad ingredients, but this goes unappreciated when the salad is hastily dashed with a hum-drum dressing.

To simplify for food service operators the process of making unusual dressings, the Wesson Oil People are promoting a basic 3-to-1 French dressing with several new "thick" variations that do not separate easily. Simple and inexpensive to make, the basic dressing can be stored in a covered container, ready for immediate use in appetite-whetting variations for all types of salads.

Basic French Dressing

Approximate Yield: 1 Gallon

Ingredients	Amount
Wesson Oil	3 quarts
Vinegar	1 quart
Salt	5 tablespoons
Sugar	3 tablespoons
Paprika	2 tablespoons
Pepper	1 tablespoon

Method:
 1. Combine all ingredients, beating with a wire whip.
 2. Shake or beat well before serving.
 3. Store in covered container.

Three Dressing Variations

For ONE QUART of 3-to-1 Basic French Dressing

Dressing Vichyssoise:

1 cup cold mashed potatoes
 ½ cup minced green onion or chives

Using a mixer, gradually blend 3-to-1 Basic French into potatoes. Makes a thick dressing that does not separate. Keep refrigerated. Serve with vegetable, tomato or asparagus salads.

Cajun Gold Dressing:

3 cups cooked yams
 1 cup brown sugar
 ¼ cup cream or evaporated milk
 1 tablespoon lemon juice

Combine ingredients in a mixer until smooth. Gradually blend in 3-to-1 Basic French. Serve on fruit salad with a sprinkling of nutmeg, cinnamon, ginger or mace on top. Straining the yams gives extra smooth texture. Blend in a small amount of catsup for "oriental" flavor.

Dressing Noix (Nut):

1 pint plain or crunchy peanut butter

Blend 3-to-1 Basic French into peanut butter. Serve on fruit or Waldorf salad.

CLUB MANAGER

For new private downtown club of 500 members to be opened in the Fall of 1959. Midwestern location in city of 150,000. Salary to \$12,000. ADDRESS: Box 41-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

HEAD WAITER

wanted for country club in Southern California. Mature man preferred with good background in food service and banquet planning. Submit photograph in reply. Salary commensurate with experience and background. ADDRESS: Box 42-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

They
naturally do
...prefer
Leroux



CREME
de CACAO
brown and
white
60 proof

LEROUX LIQUEURS

A distinguished line of 48 cordials, liqueurs, and brandies blended with true old-world flair to give you European quality at prices that mean good profit.

FREE Recipe Brochure: write Leroux & Co., Inc., 1220 Spring Garden St., Philadelphia, Pa.

Guest Checks
 Coupon Books
 Coat Room Checks



Weldon, Williams & Lick
 SPECIALISTS IN NUMBERED PRINTING SINCE 1898
 Fort Smith, Arkansas, U.S.A.

Write us NOW for SAMPLES and PRICES

Economical
 STANDARD FORMS
 TO FIT YOUR NEEDS

Service
 THAT IS THE BEST
 IN THE MARKET

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1959

How We Give a Continental Dinner

By Peter J. La Placa, Manager

Acacia Country Club
Cleveland

ACACIA Country Club, Cleveland, has long been known for its friendly home-like atmosphere, fine golf course, and excellent food.

Acacia's chef, Ferdinand Rouquier, and his fine staff are greatly responsible for the many comments heard throughout the club's dining rooms during meal times, but their praises are sung loud and clear when a Continental Dinner is being staged.

Continental Dinners are held during the winter months and are of great importance to the members and their guests. These dinners are usually planned for a Sunday evening. The combined efforts of management, the chef and the entertainment committee have resulted in the overwhelming popularity of these meticulously ar-

ranged affairs, which are planned far in advance. Timely announcements at the clubhouse, on the club bulletin board and mail reminders help to swell the reservations for these evenings.

A wide variety of canapés and hors d'oeuvres, utilizing the finest imported foods, start the meal off in the club's living room and lounge.

Dinner, served in the Grass Room and the Pomegranate Room, consists of a choice of several gourmet type entrees. A sample menu is shown on the Let's Compare Menus page.

An imported wine to complement the main selection is served with the dinner. Dinner music played by a string quartet or a concert pianist

adds to the atmosphere of the evening. Cost is \$5.

The Continental Dinner is followed by a travelogue featuring one of the European countries. Usually included with the travelogue is a film. This is supplied by a travel agency on a gratis basis, as it does stimulate travel interest and possibly results in business for the agency and the country that is seeking tourist business. The travelogue is followed by a style show by one of Cleveland's leading stores and usually features attire recommended for the climate of the country shown in the travelogue.

Course in Hawaii

The first Cornell University hotel summer school to be held outside the continental U. S. will be held in Hawaii, the 50th state, in late summer. A three-week study session will be held from August 17 through September 5 followed by an executive workshop session September 8 through 12.

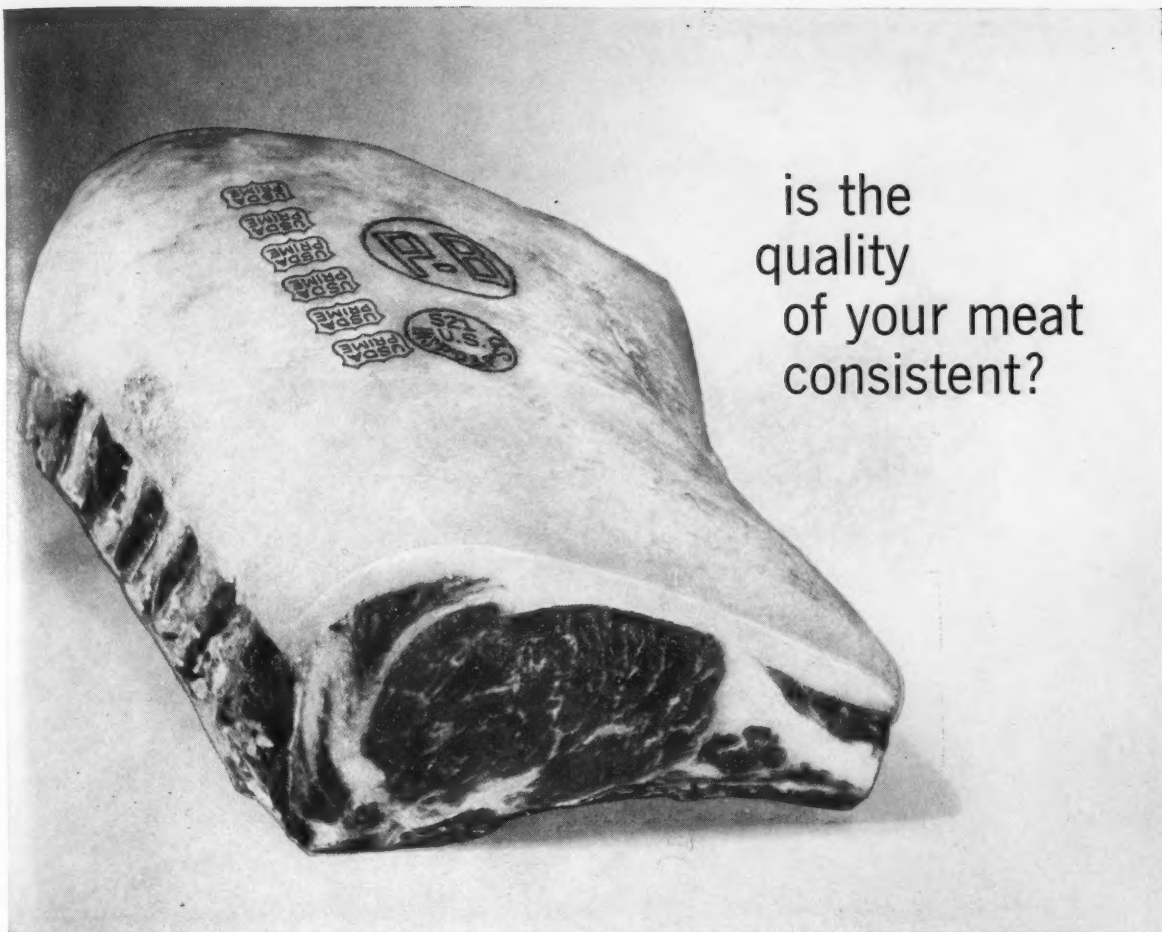
All inquiries concerning the local school are to be directed to Miss Shirley Belz, 2051 Kalahaua Ave., Honolulu.

Hotel Show

Gaston Lauryssen, president of the Ritz-Carlton Hotel Co. and general manager of New York's Carlton House, has been appointed chairman of the 44th edition of the National Hotel Exposition which will be held November 2-6 in the New York City Coliseum.

Shown here at the canape and hors d'oeuvre table at one of Acacia Country Club's Continental Dinners are Manager Peter J. La Placa, right, and Chef Ferdinand Rouquier.





is the
quality
of your meat
consistent?

the man who buys

pfaelzer

Oven-Ready Roasts knows!

You depend upon repeat business and word-of-mouth advertising. A solid reputation, like goodwill, is invaluable—and irreplaceable. To achieve this, your food *must* have consistent quality—serving after serving!

When you buy Pfaelzer's Oven-Ready Roasts—like this Beef Rib*—you know in advance that every serving will be the exact quality you desire. All Pfaelzer

beef is carefully selected and scientifically aged for perfect quality control. At Pfaelzer, there is never any compromising.

Pfaelzer's Oven-Ready Roasts are closely trimmed—which eliminates your cutting losses and butchering costs, and reduces waste. This precision trim, plus the fact that there's less shrinkage, means more *meat* on your customers' plates for each dollar you spend!

Since there are no hidden costs, you can price your menu accurately. Thus, you have *cost* control as well as *quality* control. The man who buys Pfaelzer's Oven-Ready Roasts *knows!*

Pfaelzer's Oven-Ready Roasts are the best insurance you can buy for profitable operation, repeat business and customer satisfaction.

*A few other Pfaelzer Oven-Ready Roasts that are boneless, rolled and tied for ease in slicing:

- Beef Chuck Eye • Sirloin Butt • Lamb Leg
- Lamb Shoulder • Fresh Ham • Veal Shoulder
- Veal Leg • Pork Loin



© 1959 Pfaelzer Brothers

Pfaelzer Brothers		Dept. B-7
Union Stock Yards, Chicago 9, Illinois		
Please send me the free "Meat Buyers' Guide to Perfect Portion Control." Enclosed is one of my menus to help you serve me better.		
Name _____	Title _____	
Institution _____		
Address _____		
City _____	Zone _____	State _____



Nothing cooler than a *Fitz' Mist* ...

Nothing easier to make ...
Nothing more memorable than
the flavor and bouquet of

Old FITZGERALD

ALWAYS BOTTLED IN BOND

Kentucky Straight Bourbon • 100 Proof

STITZEL-WELLER DISTILLERY, ESTABLISHED LOUISVILLE, KENTUCKY, 1849

WANT A "SNIFTER" SET?

Mail coupon with \$2 for 4 imported crystal 12 oz. Fitz Mist Snifters to:

STITZEL-WELLER DISTILLERY, Dept. C-2
Box 67, Louisville 16, Ky.

NAME

STREET

CITY STATE

This offer limited to states where permissible and expires December 31, 1959 or earlier if supply is exhausted.

